Alcohol-Related Crime News Coverage in Polimer News Channel: An Analytical Study

Arjun Kumar N[1], Dr. R. Rajesh[2]

[1]*Research Scholar, Department of Journalism and Mass Communication, Faculty of Science and Humanities, SRM IST, Kattankulathur.*
an1228@srmist.edu.in
[2]*Associate Professor, Department of Visual Communication, Faculty of Science and Humanities, SRM IST, Kattankulathur*
rajeshr@srmist.edu.in

Keywords:	ABSTRACT
Alcohol-Related Crime, Television News, Crime Coverage, News Framing, Content Analysis	**Purpose:** Television News plays a major role in informing people about the issues happening, especially crime news. Alcohol consumption affects the physical and mental health of the person who consumes it. It physically affects the person by affecting the internal organs of the body and mentally affects the brain thereby leading to commit smaller to larger crimes. Alcohol-related criminal activities frequently make headlines, on television news capturing attention with their sensational nature. Research indicates that such cases can constitute a portion of crime reporting although the extent may vary across countries and specific news sources. Nonetheless, there is a debate, about whether this coverage might be disproportionate compared to the occurrence of alcohol-related crime when compared to types of offenses. It is important to note that the way news reports portray alcohol-related crime can significantly shape the perception of people. It can be assumed that certain news will have the ability to change people's attitudes/behavior towards public issues. **Methodology/Approach:** This study examines how alcohol-related crime is depicted in news programming on the Polimer News Channel, a major Tamil news TV network. A qualitative framing analysis of news coverage is employed to determine the amount of coverage as well as the nature and prominence of that coverage. The research seeks to assess the framing techniques of alcohol-related crime — i.e. how Polimer News Channel frames the crimes; are they hyperbolic, victim-blaming, or nuanced? and finally, the prominence and slotting of coverage — i.e. where the stories are placed in the newscast; are they part of the main news segments, or are they buried in less-visible parts of the broadcast? **Findings:** Polimer News Channel gives importance to alcohol-related crime stories. These stories are framed in such a manner that, an awareness or caution message will be conveyed at the end of the story that could develop fear in the minds of the viewers. The stories are portrayed with factual information and they are not hyperbolic. The framing of the news stories is not always victim-blaming, as it depends on the occurrence of the crime. The crime stories find their place in the headlines of Polimer News depending on the intensity of the crime.

Introduction:

Crime News has become one of the important segments of every News medium, especially Television and Print. The occurrence of crime seems to be an everyday activity which could be understood through the coverage of those crimes in Media. Right from minor crimes like Pickpocketing etc. to major crimes like Murder etc occur frequently in major parts of the country, though only a few get reported in Media. Nevertheless, a single crime at least gets reported in the Media every day. Media plays a vital role in informing people about the occurrence of crimes around them which helps people to get awareness on such crimes and leads them to be cautious. Though different kinds of crime are reported in media every day, alcohol-related crimes are a major concern, as alcohol consumption could be a cause for such crime, along with various other reasons. Television plays a prominent role in creating awareness of crimes, especially Alcohol-related crimes, as the news stories are presented with visuals, which makes people understand the story very easily. These alcohol-related crime stories not only create awareness but also develop fear in the minds of people and may help them get rid of their drinking habit. In this study, the alcohol-related crime news telecast in Polimer News is analyzed to find out how much news is portrayed. Does it create awareness among people through the presentation of the news or does it just report the story to people?

Objectives of the study:

This study on the coverage of alcohol-related crime news in Polimer News Channel has the following objectives that are accomplished with the Content Analysis method:

To analyze the framing of alcohol-related crime news in Polimer News Channel and

To explore the prominence and slotting of alcohol-related crime stories in the News bulletin of Polimer News Channel.

Literature Review:

Alcohol Consumption

The World Health Organization data shows that worldwide, alcohol consumption contributes to 3 million deaths each year, and the loss of health of several millions of people. The New Indian Express report shows that in India Alcohol Consumption is higher in rural regions than urban as per the National Family Survey – 5 data of 2019 – 2021 period. The survey data indicates that around 1% of women aged 15 and above drink alcohol, while in men it is 19%. In the urban region, this data is 0.6 % among women and 16.5% among men. So, it could be understood that the effects of alcohol consumption will be higher in rural than in urban. Minhas A (2024) writes that in India in the year 2020 Alcohol consumption was about 5 billion litres and the same was estimated to be 6.21 billion litres by 2024. He also mentions that there are multiple factors such as rising levels of disposable income a growing urban population and so on, that attributes to the increasing level of consumption of alcoholic beverages.

Alcohol Consumption and Crime

The information provided in (Alcohol Rehab Guide, n.d.) indicates that Alcohol consumption plays a vital role in criminal offences and violence. Excessive drinking of alcohol makes a person lose his judgemental capacity and leads to aggressive behaviours and tempts him/her to commit crime. It also indicates that there are different types of alcohol related crime which a person in inebriated condition might commit. They are Robbery, Sexual Assault, Intimate Partner Violence and so on. Based on the NCRB report of 2015, the Times of India article states that Alcoholism plays a major role in 70-85% of offences against women in India. Tandon et al. (2022) writes that more than 57 million people in India are affected by harmful or dependent alcohol use and they are in need of help to get rid of alcohol addiction-related problems.

Crime News Coverage in Media and its effect

Print Media, Electronic Media and in recent days social media are the various medium that informs and update people about the events and incidents which occur around them every day. They provide political, entertainment, sports, weather, Crime News and so on. Crime News is

something that affects people in some way or the other. Media coverage of crime news has some effect on people. Cosand (2014) conducted a study to examine how scripted news stories involving crime influence the levels of fear, anger and empathy in people and the emotions affect their behaviour. The study indicated that while types of news frames did not have a direct effect on readers' emotions, rather there was a significant relationship between emotions and future actions. It shows the understanding of the role emotions play in predicting behaviour, both within and beyond the scope of message framing. O'Hear (2020) did a study on the media coverage of violent crimes by analysing newspaper and Internet News site and found that in comparison with the actual crime, media sources disproportionately covered violent crimes. Homicide was the highly disproportionated crimes compared to the other kinds. So, this indicates that media coverage of crimes seems to be exaggerated. Ravichandran K & Arulchelvan S (2018) have found out that media has created awareness about crime among the people. The awareness created by media has both positive as well as negative impacts. Gavin Dingwall (2006) writes that there is a relationship between alcohol and crime and the way in which criminal justice system responds to those commit crime after consuming alcohol.

Crime News Consumption and Fear of Crime

Media's role doesn't end with just reporting or broadcasting or telecasting news about events happening around them every day but also to create an awareness about crime incidents its causes, its effects and so on. Thereby causing fear in the minds of people towards crime which might help in reducing the incidents of those crimes. Chiricos et al. (1997) did a study among 2,092 adults randomly to examine the relationship between fear of crime and the news consumption and found that white women aged between 30 – 54 have developed fear over consumption of news in Television and Radio. Likewise, the study done by Romer et al. (2003) with 2,300 Philadelphia residents resulted that a wide range of population have developed fear after getting exposed to crime news on local television.

Rationale behind choosing Polimer News Channel

Polimer News is one the leading Tamil News Channel in Tamil Nadu, India. It's a 24x7 news channel that broadcasts different kinds of news ranging from Political News, Sports, Weather, Entertainment, Human Interest to Crime News. According to Broadcast Audience Research Council data of 2020 Polimer News is the channel that ranked first with highest viewership. The presentation style of news in this channel quite unique with certain aspects of creating some awareness to certain stories of such nature. So, this is the rationale behind choosing Polimer News Channel for the study.

Methodology

This is an analytical study on the coverage of alcohol related crime news in Polimer News Channel. So, the method used for this study is Content Analysis. The unit of Analysis for this content analysis is the full story itself. The Alcohol related crime news that was telecast in the Polimer News Channel has been analysed using certain parameters to measure how those news stories are prioritized, framed i.e. if they are hyperbolized or victim-blamed or nuanced? Iyengar (1991) in his research on violent crime news in Television talks about framing in two forms; Episodic framing and Thematic framing. This framing analysis is used as a parameter to analyse the alcohol related crimes, along with the other parameters:
Prominence of the news story
Framing of the news story
Visual element used in the story
Type of alcohol-related crime story
Duration of the crime story
Theme of the story

Subject of the story
Location of the Crime incident
News format
Technicalities in the News
Catch Phrases used in the Story
Emotions or sentiments that Anchors display
Tunes in the story (Humor or Skepticism)

Analysis and Interpretation
News Story 1: Drunken Brawl between five women
This news story shown in figure 1 was telecast in Polimer News Channel. It was not telecast as a headline story probably considering it to be crime of less intensity. This story is an incident of Drunken Brawl which happened in Indore, Madhya Pradesh. This fight involved five women, where four drunk women were beating a non-drunk woman with a belt. It also reported that the victim was unaware of the reason for being beaten up. It seems that this incident has been chosen for News telecast, only after it went viral on social media. This is a Psychopharmacological crime under the alcohol related crime category as this incident has happened as a result of drunkenness.

 Figure 1: *Four women in inebriated condition attacking a non-drunk woman in public place*
This is an assault crime involving five women. Reason for the fight between those women was not reported as the news story has been developed based on the video clips of the incident that went viral on social media. Someone who witness this incident had shot this in his/her mobile phone and uploaded in social media.
As it went viral this incident has been given importance and has gained momentum to become a News story on Television.
<u>Transcript in English</u>
A video of four women thrashing a woman on a busy road in Madhya Pradesh's Indore has gone viral on social media. The incident took place on Friday night. Four drunken women pushed a woman to the ground, pulled her by her hair and hit her in the face. At that time, the people there did not stop the attack. The police have registered a case on the complaint of the victim that she was assaulted without any reason.

Analysis using parameters

Prominence of the News story

The Alcohol-related crime stories are telecast based on the occurrence of the crimes. This story was telecast as a filler story in news bulletin in the day. The prominence given for the alcohol related crime story differs based on the intensity of the crime i.e. if the story is a murder or an accident crime committed by the accused in an inebriated condition then the news carries a headline with a detailed story or sometimes depending on the availability of stories, some news is telecast in every news bulletin. This news also was telecast in hourly bulletin for few hours.

Framing of the News Story

This alcohol related crime news telecast in Polimer News was an Episodic framing, as it just provides information about the incident along with visuals, without any bytes or PTC. This incident has been made into a news story as the visual of this incident went viral on social media.

Visual Element used in the story

The visual element used is in this news story is the clipping from social media of the incident that went viral. The visual was a mobile phone video shot by one of the witnesses of the drunken brawl between four drunk women and one non-drunk woman. The visual used by the news channel shows it blurred in order to hide the identity of the women involved in the brawl. A voice over the visual narrates the incident that has happened.

Type of alcohol-related crime story

This story is an assault crime story which falls under *Psychopharmacological crime category* of alcohol-related crimes as this incident has happened as when the four women involved in the crime were in inebriated state.

Duration of the crime story

The duration of this story is 48 seconds. It's a voice over news story where the full story visual has the voice over explaining the incident.

Theme of the story

This news shall be classified on the theme of Assault Crime, as it involves alleged assault by four drunk women on a non-drunk woman.

Subject of the story

Drunken Brawl between four drunken women and a non-drunk woman in a public place. The victim of the assault is unaware of the reason for the assault.

Location of the Crime incident

The crime incident occurred in a public place in Indore, Madhya Pradesh.

News format

This is a Voiceover News story format where the complete incident is being narrated (voice-over) over the visual. The story starts with the News Anchor presenting the incident and then follows the visual story with a voice-over.

Technicalities in the News

This news story has a headline graphical teaser text which reads "Saalaiyil Keezhe Thalli Oru Pennai Naangu Pengal Beltal Thaakkum Katchi". It means "Four women pelt a woman pushing her down on the road".

Mobile Phone video clips of the incident that went viral on social media have been used as a visual element in this story along with the voice-over. This video seems to have been shot by one of the eyewitnesses of the incident, and that has been used in this story.

Background Music has been added to the visual.

Lower Thirds: (This is the graphic element in the layout of the television news screen. The Lower Thirds of this news carried the key information about the incident in textual format, which could help everyone to understand the news in a better manner.)

Lower Third in the story: "Saalaiyil Keezhe Thalli Oru Pennai Naangu Pengal Beltal Thaakkum Katchi, Thalaimudiyai Pidithizhuthu Mughathil Naangu Penngalum Thaakkiya Kaatchi. Thaakkapatta Pennin Pugaarin Paeril Kaavalthurai Visaaranai" It means "Four women are seen hitting a woman with a belt, pulling her hair and hitting her in the face. Police investigate the woman's complaint".

Catch Phrases used in the Story

The phrase which the Researcher has found to be catchy in this story is "*Four Women in inebriated condition*". Here alcohol consumption by the four women has been indicated. So, this crime shall be treated as an alcohol-related crime.

Emotions or sentiments that Anchors display

The voice of the anchor reflected the emotion of *disgust*. The female voice has been used to give voiceover to the visual. The emotion that the news anchor and the voice-over express helps viewers to understand the news easily and to take this story as disgust and develop hatred towards alcohol-related crimes.

Tunes in the story (humor or Skepticism)

This story is skeptical raising doubt on the condition of women when they commit the crime. It depicts the seriousness of the crime which has been committed by four women on one woman. It was found that the four women were drunk when they attacked the other women. This news story script indicates the word "*Women in inebriated condition*".

Interpretation

This alcohol-related crime news was telecast on Polimer News Channel after the incident became viral on social media.

The visuals of women in the video clips have been blurred following PCI guidelines to protect the privacy of women. The story carried a voice-over the visual and the voice-over was given in a female voice. The voice-over had words that indicated that the four women were in an inebriated condition. This story could be considered just as a Crime News Reporting on the TV Channel. This story was telecast for about 48 seconds.

Polimer News gives importance to Crime News and usually ends such news stories by giving a message for the viewers to take a lesson from the story. That is something unique with Polimer News.

This news has been framed by using the words drunken women, which indicates that the inebriated condition of those women could have led to this brawl. So, it is shown as an alcohol-related crime.

News Story 2: Drunken Drive Accident

This news story was a headline story as it was an accidental killing of a mother and her six-month-old baby when the mother was crossing the road near Anna Arch at Aminjikarai in Chennai, Tamil Nadu in the early morning. The accident happened when a high-speed KTM bike hit the lady. The bike was driven by a drunk man accompanied by his girlfriend at the pillion.

The lady carrying the child was walking near Anna Nagar third avenue, along with her husband and another child. They were planning to conduct Ganapathi homam for the infant and the growth of their business. The lady's husband and child had already crossed the road, when she and her infant were crossing the road in the early morning, a high-speed KTM hit her and was carried to about a hundred meters on the road. She died on the spot and the infant was taken to hospital and was dead. The Anna Nagar Police filed a case in four sections on the bike rider

and his girlfriend and arrested both. It was found that the bike rider was an IIT employee and was drunk after attending a late-night party. While returning home she picked up his girlfriend from her friend's place. The girl had urged him to ride faster, and as a result, he hit the lady causing the accident. He was in an inebriated state while riding his bike. Hence, this is Drunken Drive Accident Crime.

Headlines
Transcript

A KTM bike hit a woman trying to cross the road with her infant near Anna Memorial Bend in Chennai early in the morning. Police inquiry into two-wheeler driver and woman accompanying him who lost the lives of woman and child.

Detailed story
Transcript

Anchor segment: A mother and a child tragically lost their lives after being hit by a KTM motorcycle in Aminjikarai, Chennai. A young man and his female friend who were driving the motorcycle under the influence of alcohol were arrested.

Transcript
Voice Over the visual segment:

Sanjeev Gandhi from Arumbakkam NSK Street runs a sticker shop in the same area. Having decided to have Ayudha Puja in the shop and to conduct Ganapati homam before that, his wife Poonguzhali, six-year-old daughter, and only eight-month-old son Kuzhalishree were walking at four in the morning. When Sanjiv Gandhi and his six-year-old daughter had already crossed the road near the third avenue of Anna Nagar, a lightning-fast KTM bike hit Poonguzhali, who was carrying the child behind.

In this, Poonguzhali and the child were dragged for a distance of about a hundred meters. Poonguzhali was hit on the head and lost his life in a flood of blood. The child died on the way to Kilpauk Government Hospital. An investigation by the Annanagar Traffic Investigation Division revealed that Nihal, an IIT project associate from Arumbakkam, was riding the bike, along with his girlfriend Krithika.

It was discovered that Nihal, who had drunk a lot of alcohol at a late-night party, brought Kritika on a bike, allegedly from a friend's house, when Kritika allegedly urged him to drive faster. The police registered a case and arrested both of them under the four categories of driving to endanger the public, causing death by careless driving, driving under the influence of alcohol, and endangering human life.

Sanjeev and Poonguzali had already given birth to a baby boy who lost his life due to illness. After many years, when the second baby girl was born, they were planning to perform Ganapati Puja for the sake of the child and business development and were walking when this accident happened has caused big sorrow.

Figure 2: *Drunken Drive Accident Crime – A drunken man on a high-speed bike hit and killed a woman and child in Chennai*

Prominence of the News Story

The Alcohol-related crime stories are telecast based on the occurrence of the crimes. This story was telecast in every hour news bulletin in a day. The prominence given for the alcohol-related crime story differs based on the intensity of the crime i.e. if the story is a murder or an accident crime committed by the accused in an inebriated condition then the news carries a headline with a detailed story. This story was a headline story as it was a drunken-drive accident crime.

Framing of the news story

This alcohol-related crime news telecast in Polimer News was presented as Episodic framing by providing detailed information about the incident along with visuals and graphics, but no bytes or PTC.

Visual elements used in the story

Visuals in the headlines

The visuals used for the Headlines of this story was the video story in mobile phone by one of the witnesses. It carried clippings of the bereaved family member crying beside the body that was lying in the road. Then the clipping of the mother and the baby (face blurred) is shown in the split screen format. Then the front view and rear view of the KTM bike that caused the accident is shown in split screen format. Then the face (image) of the man who committed the accident crime and the girl who accompanied the man are shown in split screen format. The girl's face was not visible as she was hiding it.

Visual in the detailed story

The detailed story of this news starts with the visual of the News Anchor explaining about drunken drive accident crime that killed a mother and her infant. The accident was caused by a fully drunk youth who was riding his KTM bike in a high speed, along with his girlfriend. The man and his girlfriend were arrested.

The visual along with the voice over starts immediately after the news anchors segment. In this visual the road where the accident happened is being shown matching with the voice over which talks about this location. This visual is shown in two spilt, where on the left side of the screen the image of the accused youth and his girlfriend (hiding her face), and the image of the mother who was killed in the accident was also shown. It also had illustrations of the infant, a man leaning on a liquor bottle with a bottle in his hand and then an illustration of the man and his girlfriend riding in a bike. This split segment had textual information that says a *Speeding*

bike hit and killed a mother and her baby; a youth who was fully drunk gets arrested along with his girlfriend. This left side segment of the visual remains constant throughout with the changing scenes and shots of the visual about the accident.

On right side of the screen visuals of the road in Arumbakkam region, a sticker shop run by the victim's husband, an overlaid image of the husband and wife, baby (face blurred). Then the road where the accident happened is shown in which a group of people are found standing on the road, then an overlaid image of the victim lady is shown, then the front and rear view of the number plate of the KTM bike, which hit the victim is shown. Then the right-side split segment is further split into two. In this split segment, the right split shows the face photo of the victim and the left split shows the laid body of the victim. The visual of Kilpauk Government Hospital where the child was taken is shown. Then the visual of K4 Anna Nager Police Station is shown. In the next shot, the right-side segment gets split again, where on the left side is the damaged bike that caused the accident and on the right sight, the image of the accused youth is shown. Then in the next shot, the accused youth and his girlfriend are seen walking towards the police station. Then few redundant shots of the bike and the accident spot are shown. Then in the next shot of the visual three traffic police are shown standing along with their police vehicle in the accident spot. Then again, a few repetitive shots are shown. The visuals and the voice-over are in synchronization which could help the viewers to understand the news very easily.

Type of alcohol-related crime story

This story was an **accident crime** story which falls under the *Psychopharmacological crime category* of alcohol-related crimes as this incident happened as a result of drunken drive accident crime. A man and his girlfriend were involved in the crime, both were in inebriated condition when the accident occurred.

Duration of the crime story

The span of this news story is 2 minutes and 15 seconds. In this time duration the complete detail of the victims and how the accident occurred, who are the accused and status of investigation was given along with complete visual with voice over.

Theme of the story

This news story shall be classified on the theme Drunken Drive Accident Crime, as it involved killing of a mother and her child by a young man and her girlfriend riding on a speeding bike in an inebriated condition.

Subject of the story

The subject of this news story is the killing of a mother and her child by a high speeding bike driven by a youth and his lover in an inebriated condition. So, it is a Drunken Drive Accident Crime story.

Location of the Crime incident

This accident happened at Aminjikarai in Chennai, Tamil Nadu, India in the early morning.

News format

This news story is a Voiceover News story format where complete incident is being narrated (voice over) over the visual. This story was carried in the headlines too, where the news anchor presented the incident in the headlines and also in the detailed story presentation.

Technicalities in the News

The technical aspects of the News are the Visual, Voice-over, Graphical illustration, and lower third.

Lower Third for the headlines: Athivega Bike Mothi Aaru Matha Kaikuzhanthaiyudan ilampenn bali. It means "Young woman with six months old infant was killed when a speeding bike hit her".

Lower Third for the detailed Story: The lower third for this news story carried the following information: Chennaiyil Salaiyai Kuzhanthaiyudan Kadanthu Sendra Thaai Meethu Bike Mothi Vibathu. KTM Bike vegamaga mothiya vibathil Thaai, 8 maatha kuzhanthai parithaba bali. KTM bikeai otti Vantha ilaignar, penn thozhi kaithu.

It means "A bike hit a mother crossing the road with her child in Chennai. Mother, 8-month-old baby tragically killed in KTM bike crash. The youth who drove the KTM bike was arrested along with his girlfriend"

Catch Phrases used in the Story

The catchy phrase used in this story is *Alcohol Consumption.* This study is on alcohol-related crime, and as this crime has occurred in an inebriated state of the accused, Alcohol Consumption has been identified as the catchy phrase. The word Alcohol Abuse or Consumption has been used thrice in this story which indicates the researcher to consider it as a cause behind the accident in addition to the speedy driving.

Emotions or sentiments that Anchors display

The news anchor has shown the emotion of disgust in her presentation of the news story as the crime has been committed in an inebriated state and speedy drive. This expression of the anchor's emotion could be well perceived by the viewers to consider or treat this news story as something serious and dangerous and develop disgust towards this kind of alcohol-related crime.

Tunes in the story (humor or Skepticism)

The tone of this news story is skeptical as the news script provides detailed information about the accident but no big detail about the action taken against the accused.

Interpretation of the Analysis

The news script is written properly which provides complete detail about the accident. The visual has been edited and well-organized to sync properly with the news script. No Jargon has been used in the news script. The news presenter presented the news in a good style with proper diction and good command over the language. The presenter and voice-over of the visual has a good tone of voice and expresses the emotions properly. More than thrice the word alcohol consumption has been used in the script and that word has been stressed to indicate the cause of the crime. This news has been presented in such a way as to give a message to the viewers and listeners that alcohol consumption is one of the reasons behind the crime.

The news story has been framed well with proper facts and it was not hyperbolic. It has given the news as it has happened and it was not victim-blaming. The graphical elements like illustrations and the lower third helps in understanding the news with what would have

happened in the accident spot and the textual information in the lower third gave key information of the story, that would have helped those with hearing disability.

This news story might have got registered in the mind of the viewers as the story is presented with complete details of the victims, accused, cause of the crime, how the crime happened, where it took place, repercussions of the accident crime. This news story has been given more importance that it was placed as a headlines story and also detailed story was provided.

The baby's identity was not revealed, and the visual were in match with the script. The duration of the story was also quite lengthy but it was framed as an episodic one.

This news story script has a sentimental touch, which might affect the emotions of the viewers or listeners.

News Story 3: Drunken Brawl
This story was about a fight between two drunk young men at a public place in the daylight at Oddanchatram in the Dindigul district of Tamil Nadu. This story runs for about 20 seconds. The reason for the fight has not been explained in the story. The story visually shows two young men fighting with being drunk and one of the two, hits the other with a cement stone after he falls. The visual of this story is taken from a CCTV, that was set up in the spot of the incident.

Figure: A drunken brawl between two men in daylight in a public place.

Headlines
<u>Transcript in English</u>
Two youths fight under the influence of alcohol in Otanchatram—a scene where a fallen person is hit with a cement stone.
Analysis using parameters
<u>Prominence of the News Story</u>
This Alcohol-related crime news has been telecast in the headlines of the news bulletin on Polimer News Channel. It describes the incident through the news anchor along with the visuals relevant to the story. This story is given prominence by carrying the story in the headlines.

Framing of the news story
This alcohol-related crime news telecast in Polimer News was presented as Episodic framing by providing detailed information about the incident along with visuals and graphics, but no bytes or PTC.

Visual of the News Story
The visual used in this news story is CCTV footage of the drunken brawl that happened between two drunken youths in a public place in Oddanchathiram, in Dindigul District, Tamil Nadu. In the visual two youths, one in the striped shirt and the other in white shirt, were seen walking on a busy road. The youth in a striped shirt walks on the road talking over the phone and the second youth in a white shirt walks behind him, but all of a sudden, the second youth takes a right turn. Then, the first youth runs towards the second one and picks a fight with him. So, the youth in a white shirt pushes the other on the road. As the fight continues the youth in a striped shirt picks a cement stone and attacks the youth in the white shirt with the cement stone. Then he walks away. The visual ends ear, which didn't give any detail about the incident. The visual has no clips of those youth consuming alcohol. The news script mentions that the youth fight with each other after consuming alcohol. So, it shows that the script has been written based on the fact, which mentions that the youth were drunk.

The image of the youth gets blurred once they start the brawl. This shows the responsibility of the media in not disclosing the identity of youth.

Type of alcohol-related crime story
This story is an assault crime story which falls under the *Psychopharmacological crime category* of alcohol-related crimes as this incident has happened between two men who are inebriated.

Duration of the crime story
The duration of this story is 48 seconds. This is a headline story where the news presenter presents the story along with visuals depicting the incident.

Theme of the story
This news shall be classified on the theme of Assault Crime, as it involves an alleged drunken brawl between two young men, where one hits another with a cement stone.

Subject of the story
The news story is about a fight between two drunken men, where one person attacks another with a cement story. This incident occurs when the men are in inebriated state. So, this is an alcohol-related crime news.

Location of the Crime incident
This incident occurs in a public place during the daytime at Oddanchathiram in the state of Tamil Nadu.

News format
This news is a Voice-over Visual format, where the voice of the news presenter explains the incident over the visual.

Technicalities in the News
This news story has been presented with a CCTV clipping of the incident, where two youths were fighting with each other and one of the two hit another with a cement stone in the open public road in daylight.

Background Music has been added to the visual.

Lower Third: The Tamil keyword used in the Lower Third is *"Madhubothaiyil Sandai: Kallal Thakkum Kaatch".* It means, *"drunken brawl: attack by using cement stone".*

Catch Phrases Used in the Story
The catchphrase used in this story is a *drunken brawl*. This indicates that the incident occurred when the duo was in an inebriated state. And so, this is an alcohol-related crime of minor intensity.

Emotions or sentiments that Anchors display
The news presenter presented the news with disgust. It could be perceived from the tone of the presentation by the news anchor. The emotion that the anchor exposes during the presentation helps the viewers to perceive and understand the news properly and develop disgust towards such kind of alcohol-related crimes.

Tunes in the story (humor or Skepticism)
This news is a skeptical story in which the reason for the fight between the two men is not provided. It just mentions the fight between two young men in an inebriated state, where one person attacks another with a cement stone.

Interpretation of the Analysis
This news story has been presented as a headline story in which the news anchor presents the news explaining the incident along with the visual connected to the story. The News Presenter shows an emotion of disgust while presenting the news. This could be perceived from the tone of the presentation. The usage of the word "inebriated state" shows that the stakeholders of the story were drunk and they started to fight with each other when one attacked the other with a cement stone. So, it is indicated that it was an alcohol-related crime. The visual used in this story is CCTV footage which has recorded this incident in the spot. The image of the stakeholders in this video has been blurred so as not to disclose their identity, probably safeguarding their privacy.

The visual has attributed to the news script in clearly defining the incident. The news script mentions the word "inebriated state" to indicate the cause of the crime. Usage of this word in the news story might probably help the viewers and listeners to take the message from the story that alcohol consumption could be the cause behind the crime.

Discussion
In this study, alcohol-related crime news telecast on the Polimer News Channel has been analyzed. The prominence of the alcohol-related crime news and the framing of that news were analyzed using various parameters. The analysis shows that the alcohol-related crime news has been framed in an episodic framing, that is it just provides information/news about the crime, without providing in-depth information about the incident/event. The framing of the story is not victim blaming and is not hyperbolic but rather factual. This study is important to understand how alcohol-related crime news is framed by the Polimer News Channel, script, and visual synchronization. The News script and the visual elements could help the viewers to under the news story in a very easy manner, especially the coverage given of alcohol-related crime stories the usage of the word alcohol consumption being the cause of the crime might help the viewers to understand that alcohol consumption shall be one of the important causes of alcohol-related crime. Polimer News Channel is unique in covering crime news, which might carry some message in the story.

Conclusion

Alcohol-related crime news coverage in Polimer News is fact-based and is not hyperbolic and victim-blaming. It presents the crime accurately with all details wherever possible. Polimer News Channel follows a unique style of covering crime news, which carries some message in the stories. It implicates how alcohol consumption affects the mental health of the alcoholic thereby leading to commit minor to major crimes. Framing of alcohol-related crime news in this channel is though not thematic, the information provided in the news could help the viewers understand the news easily and get some impactful message from certain stories. This message could help the alcoholic to stop consuming alcohol.

References

Alcohol-Related Crimes: Statistics and Facts - Alcohol Rehab Guide. (n.d.). Retrieved June 28, 2024, from https://www.alcoholrehabguide.org/alcohol/crimes/

Alcohol consumption in India: trends across states, age groups | Explained News - The Indian Express. (n.d.). Retrieved June 28, 2024, from https://indianexpress.com/article/explained/alcohol-consumption-in-india-trends-across-states-age-groups-7920871/

Chiricos, T., Padgett, K., & Gertz, M. (2000). Fear, TV news, and the reality of crime. Criminology, 38(3), 755–786. https://doi.org/10.1111/J.1745-9125.2000.TB00905.X

Dingwall, G. (2013). *Alcohol and crime*. https://books.google.com/books?hl=en&lr=&id=jWUnAAAAQBAJ&oi=fnd&pg=PP1&dq=alcohol+consumption+and+crime&ots=k3GQg22_g0&sig=78EgjBZ9nmB-3voG8-1Ztjkfw0I

K, R. (2018). A study on the crime news telecast on the television and its impact on the audience. *Anna University Thesis*. http://hdl.handle.net/10603/253096

O'Hear, M. (2020). Violent Crime and Media Coverage in One City: A Statistical Snapshot. Marquette Law Review, 103(3). https://scholarship.law.marquette.edu/mulr/vol103/iss3/14

Quilla Cosand, K. (n.d.). Black and Blue and Read All Over: News Framing Black and Blue and Read All Over: News Framing and the Coverage of Crime and the Coverage of Crime. https://doi.org/10.15760/etd.1792

Romer, D., Jamieson, K., communication, S. A.-J. of, & 2003, undefined. (2003). Television news and the cultivation of fear of crime. *Wiley Online Library*, *53*(1), 88–104. https://doi.org/10.1111/j.1460-2466.2003.tb03007.x

Tandon, R., Saraswati, L. R., & Bhandari, P. (2022). The link between alcohol consumption and violence: The road to de-addiction - Hindustan Times. Hindustan Times. https://www.hindustantimes.com/opinion/the-link-between-alcohol-consumption-and-violence-the-road-to-deaddiction-101649404610331.html

Corresponding Author
Arjun Kumar N
Research Scholar,
Department of Journalism and Mass Communication,
Faculty of Science and Humanities,
SRM IST, Kattankulathur,
Chengalpattu, Tamil Nadu, India
603203
an1228@srmist.edu.in
Co-Author
Dr. R. Rajesh
Associate Professor,
Department of Visual Communication,
Faculty of Science and Humanities,
SRM IST, Kattankulathur
Chengalpattu, Tamil Nadu, India
603203
rajeshr@srmist.edu.in