MEASURING THE EVOLVING ROLES OF HINDI NEWS ANCHORS IN DIGITAL ERA.

Shashi Sharma[1*], Dr. Ruhi Lal[2]

[1*]Research scholar, Manav Rachna International Institute of Research & Studies
[2]Professor & Head, Manav Rachna International Institute of Research & Studies

Abstract

This study explores the evolving roles of Hindi news anchors in the context of digital journalism. The digital era has redefined traditional news delivery, necessitating that anchors develop a diverse set of skills to adapt to multi-platform environments. Key skills include digital literacy, multimedia production, real-time reporting, audience engagement, data analytics, and fact-checking, all of which are essential for creating and disseminating content across various digital platforms. This study examines how these skills impact the professional status of Hindi news anchors, enhancing their credibility, visibility, and adaptability in a competitive media landscape. By mastering these competencies, anchors not only improve their individual careers but also contribute to the overall success and integrity of their news organizations. The paper provides a comprehensive understanding of how Hindi news anchors are navigating the challenges and opportunities presented by the digital age, redefining their roles to meet the demands of a rapidly changing journalism industry.

Keywords- Hindi news anchors, digital era, roles, responsibilities, credibility of news

Introduction

In the digital age, the role of Hindi news anchors has expanded beyond the confines of the newsroom, compelling them to be versatile, tech-savvy, and more audience-oriented. The proliferation of digital platforms has redefined news consumption patterns (Lal & Sharma, 2021), with viewers increasingly turning to their smartphones, tablets, and computers for news updates (Steensen and Westlund, 2021). This has created both opportunities and challenges for news anchors, who must now engage with their audience across multiple platforms while maintaining the integrity and credibility of their reporting (Salaverría-Aliaga, 2019).

One of the primary new skills required for Hindi news anchors in the digital era is proficiency in digital content creation and management (Sarkar & Lal, 2023). This includes the ability to produce and edit videos, write for digital formats, and use social media effectively to disseminate news and interact with viewers (Kawamoto, 2003). Anchors must also be adept at using analytics tools to understand audience preferences and tailor their content accordingly (Singh et al., 2021). This shift towards a data-driven approach to news delivery marks a significant departure from traditional broadcasting(Singh et al., 2022), where audience feedback was often limited to viewership ratings (Lopezosa et al. 2023).

The adaptation to multi-platform news delivery is another critical aspect of this evolution(Rahman et al., 2022). Hindi news anchors are now expected to deliver news not only on television but also through live streaming, podcasts, and social media updates (Perreault and Ferrucci, 2020). This requires a high level of adaptability(Lal, 2023) and the ability to switch seamlessly between different formats and styles of presentation(Saika et al., 2021). Additionally, the 24/7 nature of digital news means that anchors must be prepared to respond to breaking news at any time, adding to the demands of the job (Farid,

2023).

The impact of these changes on the professional status of Hindi news anchors is profound. On one hand, the ability to reach a global audience through digital platforms can enhance an anchor's visibility and influence (Banshal et al. 2022). On the other hand, the pressures of constant engagement and the need to produce timely, accurate content can be overwhelming (Kumar & Lal, 2023). The digital era also brings the challenge of maintaining journalistic standards in an environment where misinformation and fake news can spread rapidly (Rahman et al., 2024b). Anchors must navigate this landscape carefully, upholding their role as trusted sources of information while adapting to the fast-paced demands of digital journalism (Marta-Lazo et al. 2020).

In the rapidly transforming landscape of journalism, the roles and responsibilities of Hindi news anchors have undergone significant changes (Rahman et al., 2024), especially with the advent of the digital era. The traditional format of news delivery, which primarily relied on television broadcasts, is now supplemented and, in many cases, overshadowed by digital platforms (Aarzoo & Lal, 2025). This shift has necessitated a re-evaluation of the skills and functions of news anchors, who are now expected to navigate a multi-platform environment that includes social media, online news portals, and streaming services (Blassnig and Esser, 2022).

This study delves into the evolving nature of the Hindi news anchor's profession, exploring the new competencies required to thrive in digital journalism (Mane & Lal, 2021). It examines how anchors have adapted to the demands of real-time news updates (Jain et al., 2023), interactive audience engagement, and the use of digital tools and technologies (Mane et al., 2023). Furthermore, the study investigates the broader implications of these changes on the professional status and identity of Hindi news anchors, considering factors such as credibility, public trust, and the balance between traditional journalistic values and the pressures of digital immediacy (Rahman et al., 2024a). By analysing these dynamics, this study aims to provide a comprehensive understanding of the transformation in Hindi news anchoring, shedding light on how these professionals are redefining their roles in a rapidly digitalizing world (Lal et al., 2024).

Background of the Study

The digital transformation of media has fundamentally altered the structure, operation, and dissemination of journalism. Hindi news anchors, once confined to television transmission, now operate within an environment defined by digital immediacy, interaction, and cross-platform narratives. As Indian audiences progressively shift towards digital media for news consumption, the position of anchors has transformed to encompass obligations such as real-time reporting, data journalism, and social media involvement. These dynamics highlight the necessity for an exhaustive examination of the influence of digital tools and platforms on the professional identity and duties of Hindi news anchors in India.

Research Questions

1. What are the changing roles of Hindi news anchors within the digital media landscape?
2. What new competencies have Hindi news anchors acquired to remain pertinent in the digital age?
3. In what ways has digital revolution impacted the credibility, visibility, and professional identity of

Hindi news anchors?

4. What problems and opportunities do Hindi news anchors encounter when transitioning to digital platforms?

5. In what ways can audience interactions and comments affect the performance and duties of Hindi news anchors?

Research Objectives

1. To examine the expanded roles of Hindi news anchors in the digital era.

2. To assess the essential digital capabilities necessary for multi-platform content dissemination.

3. To examine the influence of digital tools on the credibility, visibility, and audience perception of Hindi news anchors.

4. To investigate the obstacles faced by anchors in transitioning to digital journalism.

Rationale for the Study

Despite the swift digitisation of journalism, there is a paucity of academic research regarding the role transformation of Hindi news anchors in India. This study addresses this gap by providing empirical insights into how technology improvements, audience behaviour, and media convergence transform traditional anchoring strategies. The results are essential for educators, media practitioners, and politicians aiming to modify journalism education and practice to meet the requirements of the digital era.

Significance of the Research

This study adds to media studies by clarifying the progression of journalistic duties within an Indian framework. The study presents journalism pedagogy by proposing new competencies for the education of future media practitioners. The study also enhances newsroom operations by identifying deficiencies and opportunities in digital interaction.The study will help in formulation of media policy through the identification of emerging difficulties encountered by content creators.

Review of Literature

The digital era has redefined the roles of Hindi news anchors, expanding their responsibilities and requiring them to adapt to new forms of media and audience engagement. One of the primary roles now involves multi-platform content creation, where anchors are responsible for producing news content that can be disseminated across various digital platforms, including social media, websites, and mobile apps (Mutsvairo et al. 2021). This necessitates proficiency in digital tools and technologies, allowing anchors to create engaging and visually appealing content that caters to the preferences of a diverse online audience (Baidya et al., 2024). Additionally, Hindi news anchors must serve as digital journalists, adept at real-time news reporting and live streaming, providing immediate updates on breaking news stories (Gokhale, 2021). This requires quick thinking and the ability to deliver accurate information promptly. They also play a crucial role in audience interaction, leveraging social media platforms to engage with viewers directly, respond to comments, and participate in discussions, thereby building a more interactive and personal relationship with their audience (Aneez et al. 2019).

Moreover, Hindi news anchors have become brand ambassadors for their news organizations,

representing their channels across digital and traditional media platforms. This role involves maintaining a strong and credible personal brand that aligns with the values and reputation of their news outlet (Rao, 2018). They are also tasked with using data analytics to understand viewer behavior and preferences, enabling them to tailor their content to meet the demands of their audience effectively (Aarzoo & Lal, 2025a).

. The digital era also brings the responsibility of combating misinformation, requiring anchors to verify facts rigorously and debunk false information that can spread rapidly online (Aarzoo & Lal, 2024c). As they navigate these expanded roles, Hindi news anchors must balance the traditional journalistic values of accuracy and integrity with the dynamic and fast-paced nature of digital journalism (Parthasarathi, 2017).

Responsibilities of Hindi News Anchors in the Context of Digital Journalism
In the digital era, the responsibilities of Hindi news anchors have significantly expanded to meet the demands of a digitally-savvy audience (Chadha, 2017). One of their primary responsibilities is content creation and adaptation, which involves producing articles, videos, and social media posts tailored to platforms such as Facebook, Twitter, Instagram, and YouTube (Aarzoo & Lal, 2025b). Anchors must ensure this content is engaging, accurate, and timely to capture and maintain audience interest (Devi, 2019). Real-time reporting and live streaming are also crucial, requiring anchors to cover breaking news events as they unfold, providing immediate updates and analysis with a high level of preparedness and adaptability (Sarkar and Lal, 2023).

Engaging directly with the audience through social media platforms is another critical responsibility. Hindi news anchors must interact with viewers, respond to comments, and participate in online discussions to build a loyal and interactive audience base, enhancing viewer trust and connection (Noor, 2024). They also play a vital role in fact-checking and combatting misinformation, ensuring that the information they disseminate is accurate and well-researched. As the face of their news organizations, anchors must uphold the integrity and reputation of their brand, consistently representing their outlet professionally across various media channels (Paul and Palmer, 2022).

Understanding audience preferences through analytics is essential, as it allows anchors to tailor their content strategies to better meet viewer demands and improve reach and impact. This role also demands proficiency in multimedia skills, including video editing, graphic creation, and the use of digital tools to enhance storytelling (Jyoti and Subramanian, 2020). Maintaining high professional and ethical standards is paramount, even in the fast-paced digital journalism environment. Continuous learning and adaptation to new technologies, trends, and best practices are necessary for Hindi news anchors to stay relevant and effective in their roles (Aarzoo & Lal, 2024c). Through these responsibilities, they can navigate the complexities of digital journalism, delivering reliable, engaging, and high-quality news content to their audience (Pandey, 2023).

Skills Required for the Adaptation to Multi-Platform News Delivery
Adapting to multi-platform news delivery requires Hindi news anchors to develop a diverse set of skills that extend beyond traditional journalism. First and foremost, they need strong digital literacy, encompassing the ability to navigate various digital platforms, understand their unique demands, and

tailor content accordingly (Barthwal and Sharma, 2023). This includes creating compelling content for social media, websites, mobile apps, and other digital channels. Proficiency in multimedia skills is essential, enabling anchors to produce and edit videos, design graphics, and use content management systems effectively. Additionally, they must be adept at real-time reporting and live streaming, which demands quick thinking, adaptability, and the ability to deliver accurate information under pressure (Ranganathan, 2023).

Engagement skills are crucial as well, with anchors needing to interact directly with their audience through social media, responding to comments, participating in discussions, and building a strong online presence. This requires excellent communication skills and a personable approach to foster a loyal and interactive audience base. Data analytics skills are increasingly important, allowing anchors to interpret viewer data and insights to refine their content strategies and better meet audience preferences. This analytical approach ensures content is not only engaging but also strategically targeted for maximum impact (Deori et al. 2023).

Moreover, anchors must possess robust fact-checking abilities to combat misinformation and ensure the accuracy and credibility of the news they deliver. Ethical journalism skills remain a cornerstone, guiding anchors to maintain professional standards and integrity despite the rapid pace of digital news cycles. Technical proficiency with digital tools and software, such as video editing software, graphic design tools, and social media management platforms, is also necessary to produce high-quality content efficiently (Sinha et al. 2023).

Lastly, continuous learning and adaptability are vital, as the digital landscape is ever-evolving. Anchors must stay updated with the latest trends, technologies, and best practices in digital journalism, often engaging in ongoing professional development. By cultivating these skills, Hindi news anchors can effectively manage the multifaceted demands of multi-platform news delivery, ensuring they remain relevant, credible, and impactful in the digital age (Chhabra et al 2024).

Skills Effects on the Professional Status of Anchors

The acquisition and implementation of diverse digital skills have a profound impact on the professional status of Hindi news anchors in the digital era. Anchors who successfully master these skills are often seen as more versatile and adaptable, enhancing their professional credibility and appeal (Garg and Sharma, 2024). Proficiency in digital literacy and multimedia production enables them to create engaging and high-quality content across various platforms, which can significantly boost their visibility and reputation. As they become adept at real-time reporting and live streaming, they demonstrate their ability to handle the immediacy and pressures of digital journalism, further solidifying their status as reliable and competent news professionals (Ankita, 2024).

Engagement skills also play a critical role, as anchors who effectively interact with their audience on social media and other digital platforms build stronger connections and trust with their viewers (Aarzoo & Lal, 2024a). This direct engagement not only enhances their personal brand but also elevates their professional standing as influential figures in the digital news landscape. Additionally, the ability to analyze and interpret data allows anchors to tailor their content strategies more effectively, demonstrating a strategic understanding of audience preferences and trends. This analytical approach showcases their capability to adapt and innovate, making them valuable assets to their news

organizations (Garimella, 2024).

Moreover, robust fact-checking abilities and adherence to ethical journalism standards reinforce an anchor's credibility and integrity, essential qualities for maintaining public trust in a rapidly changing media environment (Sadhwani et al. 2022). Technical proficiency with digital tools and software further underscores their modern skill set, positioning them as forward-thinking and tech-savvy professionals. Continuous learning and adaptability ensure that they remain at the forefront of industry developments, reflecting a commitment to professional growth and excellence (Ranganathan, 2023).

Overall, the impact of these skills on the professional status of Hindi news anchors is multifaceted, enhancing their ability to deliver credible, engaging, and timely news (Katyal et al., 2024). This not only strengthens their individual careers but also contributes to the overall credibility and success of their news organizations in the competitive digital landscape (Kumar, 2024). Through the mastery of these skills, Hindi news anchors can elevate their professional standing, demonstrating their relevance and indispensability in the digital age.

Theoretical Framework

This research is founded on the convergence model of journalism (Deuze, 2007) and the Multi-platform News Production Model (Domingo, 2008). The framework connects five essential constructs: 1. Digital Literacy 2. Multimedia Production Proficiencies 3. Audience Engagement 4. Professional Identity 5. Credibility and Visibility

Table 1: Components and Variables of the Theoritical Framework

Sl.No	Component	Variables
1	Digital Literacy	Platform knowledge, digital navigation, algorithm awareness
2	Multimedia Production	Video editing, real-time reporting, podcasting
3	Audience Engagement	Social media interaction, live feedback incorporation
4	Professional Identity	Public persona, channel representation, ethics adherence
5	Credibility and Visibility	Trust scores, audience retention, misinformation control efforts

Source : Author's compilation

These structures are interconnected to create a comprehensive framework of developing anchor functions

Research Methodology

The methodology of inquiry for the study "Measuring the Evolving Roles and Responsibilities of Hindi News Anchors in the Digital Era" was designed to meet the multifaceted research objectives and enquiries through an interpretive qualitative framework. The methodology employs a rigorous and methodical approach rooted in qualitative analysis, namely those associated with constructivist paradigms (Katyal et al., 2024). The objective was to extract nuanced insights from principal

stakeholders in Hindi news broadcasting, facilitating comprehensive interpretations of the evolving dynamics of news anchoring in India.

Research Design
The study utilised a qualitative exploratory research approach, incorporating semi-structured interviews and thematic content analysis to investigate lived experiences and perceptions. The sample frame consist of Hindi news anchors employed by prominent national and regional digital news networks in the Delhi-NCR area. Purposive sampling was employed to choose seasoned Hindi news anchors engaged in television and internet media. Number of Participants interviewed were senior and mid-level Hindi news anchors, Newsroom Editors/Producers, News anchors turned to Media Educators were 20 in number (n=20) .Methods of Data Collection was semi-structured, comprehensive interviews (documented and transcribed), Analysis of website content and social media profiles of participants. Data Analysis Methodology was Thematic Analysis (Braun & Clarke, 2006) through NVivo 14 Software for data coding and analysis.

Sampling Criteria

Sl. No	Criteria	Description
1	Language Proficiency	Must anchor in Hindi
2	Digital Platform Engagement	Must have active presence on at least 2 platforms
3	Work Experience	Minimum 5 years in news broadcasting
4	Employment	Currently working or freelancing as anchor

Source: Author's own compilation

Sampling Strategy
The research utilised purposive sampling and maximum variation sampling to choose a heterogeneous group of individuals. The conclusive sample (n=20) comprised:

Sl. No.	Stakeholder Type	Count	Criteria
1	Senior Hindi News Anchors	8	10+ years of experience, nationally recognized anchors
2	Mid-level Anchors	6	5–10 years' experience, digital-native or transitioned from print
3	Newsroom Editors/Producers	4	Responsible for content curation, anchor selection
4	Media Educators	2	Experts in journalism pedagogy and anchor training

Source: Author's compilation

All of the participants were associated with one of the leading national Hindi media organisations. The inclusion criteria highlighted professional roles, experience level, and direct exposure to digital

integration in news production.

Research Context

The research was carried out in the media ecosystem of the Delhi-NCR region, concentrating primarily on the Hindi television news sector. The region is pivotal as it serves as the nucleus of Hindi television journalism in India, accommodating prominent news organisations as Aaj Tak, ABP News, Zed News, News18 India, and Republic Bharat. The background was crucial for elucidating the interaction between digital revolution and the evolving professional practices of news anchors. This change encompassed the incorporation of artificial intelligence, algorithmic journalism, audience analytics, digital-first newsroom methodologies, and shifting viewer anticipations. The dynamic atmosphere facilitated a critical examination of how anchors adapt, negotiate, and redefine their journalistic identities and duties.

Researcher Reflexivity

Reflexivity was a fundamental component of the research process. The media researcher, possessing substantial academic and professional experience in journalism and mass communication, kept a reflective notebook during the study to recognise personal biases, positionality, and interpretive frameworks. This encompassed a keen understanding of the researcher's previous involvement in media education, editing methodologies, and discourses on digital convergence. Regular debriefing sessions, member validations, and peer evaluations were utilised to guarantee analytical rigour and trustworthiness. Reflexive tactics mitigated bias and promoted authenticity in documenting the participants' lived experiences.

Research Phases

Sl. No	Phase	Activity Description	Duration	Output
1	I	Preliminary Literature Review and Conceptual Mapping	1.5 months	Conceptual Framework and Variables
2	II	Research Design, Tool Development and Ethics Clearance	1 month	Interview Guide, Consent Forms
3	III	Fieldwork: In-depth Semi-structured Interviews	3 months	Verbatim Transcriptions and Field Notes
4	IV	Data Analysis using NVivo & Thematic Coding	2 months	Themes, Categories, Relationships
5	V	Report Writing, Discussion and Validation	2 months	Final reporting, writing and Presentations

Source: Author's own compilation

Data Analysis and Interpretation: Qualitative Data Analysis Techniques

Thematic analysis was conducted utilising NVivo 14 for data analysis. The six-phase Braun & Clarke (2006) methodology was used to discern recurring patterns:

Sl. No	Phase	Steps
1	I	Familiarization with data (transcripts, memos)
2	II	Initial code generation (manual and auto-coded)
3	III	Searching for themes
4	IV	Reviewing themes
5	V	Defining and naming themes
6	VI	Producing the report

Source : Braun & Clarke (2006)

NVivo Tools used for the Analysis

Sl. No.	Procedure
1	**Node creation** for thematic coding
2	**Matrix queries** to examine relationships among codes
3	**Word frequency analysis** to detect dominant discourse shifts
4	**Coding stripes** and models to visualize inter-theme relationships

Source: Author's own compilation

Analysis Process

The interpretive analysis employed an abductive reasoning approach, moving between empirical data and theoretical frameworks. Codes were generated both inductively (from empirical observations) and deductively (based on the theoretical framework).

Step	Analysis Activity	Tool/Technique	Output Generated
1	Transcription & Initial Reading	Manual + NVivo import	Clean data corpus
2	Open Coding	NVivo Nodes	126 initial codes
3	Axial Coding	NVivo Matrix queries	15 thematic clusters
4	Selective Coding	Visual Models	6 Core Themes
5	Thematic Interpretation	Researcher Reflexivity	Narrative categories and patterns

Source: Author's own compilation based on Analysis

Themes Identified

Sl. No	Themes
1	Transforming Journalistic Identity
2	Technology-Driven Professionalism
3	Audience-Anchor Interactions

4	Crisis of Credibility vs. Popularity
5	Algorithmic Visibility & TRP Pressure
6	Anchors as Influencers & Brand Ambassadors

Source: Author's own compilation

Theme 1: Transforming Journalistic Identity

Participants saw a discernible transition from conventional gatekeeping to the role of infotainers. Anchors recognised their dual function as both purveyors of information and visual entertainers.

"Previously, we were journalists; now we are anticipated to be performers, entertainers, and occasionally even activists on screen." — P3 (Senior Anchor)

Theme 2: Technology-Driven Professionalism

Interviewees emphasised the significant influence of digital tools, like AI-driven teleprompters, data analytics dashboards, and content automation platforms.

"We are trained to interpret metrics in real-time while anchoring. In the event of a decline, we promptly alter the tone or substance". — P9 (Intermediate Anchor)

Theme 3: Audience-Anchor Interactions

Social media has emerged as a fundamental medium for instantaneous interaction. Anchors discussed 'double anchoring' - one for television and another for Twitter. "Digital and live experiences are now inseparable. My Twitter feed serves as an alternative news outlet". P6 (Anchor)

Theme 4: Crisis of Credibility vs. Popularity

The majority of participants voiced apprehension regarding a compromise of credibility in the quest for virality.

"We are compelled to take sides at times, as neutrality is not favoured." — P12 (Editor)

Theme 5: Algorithmic Visibility & TRP Pressure

Anchors recognised the pressures from channel management to remain compliant with the algorithm.
"Merely being accurate is insufficient; one must also be engaging." — P4 (Anchor)

Theme 6: Anchors as Influencers & Brand Ambassadors

Numerous anchors have become brand ambassadors, engaging in sponsored programming.

"I occasionally have a greater number of brand partnerships than editorial responsibilities. The distinctions have become indistinct". P10 (Senior Anchor)

Cross-Theme Visualization

Sl. No.	Theme	Drivers	Consequences	Theoretical Link
1	Evolving Identity	Digitalization, Audience Demands	Identity Confusion, Role Multiplicity	Role Theory, Postmodernism

2	Technology-driven Professionalism	AI tools, Newsroom Metrics	Hyper-efficiency, Burnout	Technological Determinism
3	Audience Interaction	Social Media	Personalized Journalism	Participatory Culture
4	Credibility vs. Popularity	TRPs, Algorithmic Logic	Polarization, Sensationalism	Public Sphere Theory
5	Visibility & Pressure	Platform Algorithms	Ethical Dilemma, Self-Censorship	Surveillance Capitalism
6	Anchors as Influencers	Branding, Monetization	Conflict of Interest	Political Economy of Media

Source: Author's own compilation based on Data Analysis

Findings & Results

The study delivers the following summarised conclusions based on comprehensive theme analysis utilising NVivo software-

Sl. No	Core Theme	Key Finding	Representative Quotes
1	Evolving Journalistic Identity	Anchors now perform hybrid roles—journalist, performer, influencer	"We are expected to be more than reporters; we're expected to drive opinion."
2	Technology-Driven Professionalism	Anchors integrate digital tools in real-time broadcast environments	"Viewership data scrolls on our monitor as we speak."
3	Audience-Anchor Interactions	Engagement now extends to social media, creating a 24/7 dialogue loop	"X (Twitter) is where my real-time credibility gets tested."
4	Credibility vs. Popularity	Pressure to choose sensationalism over journalistic ethics is increasing	"I was told to amplify the tone of a piece because it would go viral."
5	Algorithmic Visibility & TRP Pressures	News content is curated to suit 6algorithmic patterns and trending metrics	"We learn what thumbnails work. Presentation changes everything."
6	Anchors as Brand Ambassadors	Anchors are monetizing their visibility through endorsements and social branding	"I am now a content creator as much as a news presenter."

Source: Author's own compilation based on Data Analysis

Discussion

This study demonstrates a significant transformation in Hindi television news anchoring, heavily shaped by digital convergence, algorithmic frameworks, and market-oriented content strategies. Anchors have evolved from passive information transmitters to multidimensional content strategists, engaging in hybrid roles that obscure conventional distinctions. These findings corroborate theoretical

frameworks such as Media Convergence Theory (Jenkins, 2006) and Postmodern Media Fragmentation (Baudrillard, 1994), wherein roles amalgamate into numerous intersecting identities. The identity crisis of anchors further reinforces Bourdieu's Field Theory, highlighting the conflict between independent journalistic capital and external market influences.

The demands of TRP and audience analytics result in "adaptive scripting" of live events, therefore undermining journalistic independence. Anchors perceive themselves constrained by the visibility dynamics of platforms, affirming the rise of algorithmic gatekeeping as the contemporary editorial authority (Napoli, 2014). Furthermore, the study emphasises performative anchoring, wherein aesthetic allure, brand positioning, and influencer-style communication eclipse conventional editorial authority. This corresponds with contemporary global research on the "celebrification of journalists" (Örnebring, 2013).

Conclusion

This qualitative study on the changing responsibilities of Hindi news anchors in Delhi-NCR illustrates the erosion of rigid journalistic boundaries due to digital impact. Anchors are operating in a high-pressure, hybrid environment where journalistic integrity, audience engagement, and branding intersect. Anchoring has transitioned from a newsroom-centric authority to a platform-centric visibility, shaped by algorithms and audience data. The research provides an in-depth explanation of this transition, with ramifications extending beyond individual broadcasters to journalism education, newsroom policies, and public faith in media institutions.

The digital era has undeniably transformed the roles, responsibilities, and professional landscape (Aarzoo & Lal, 2025) for Hindi news anchors. As the media environment becomes increasingly digital, these anchors must adapt by acquiring a diverse set of skills that extend far beyond traditional journalism. Proficiency in digital literacy, multimedia production, real-time reporting, audience engagement, data analytics, fact-checking, and technical tools are now essential. These skills not only enable anchors to navigate the complexities of multi-platform news delivery but also enhance their professional credibility and appeal.

The ability to create and adapt content for various digital platforms ensures that anchors can reach and engage a broader, more diverse audience (Rahman et al., 2025). Real-time reporting and live streaming showcase their capability to handle the immediacy of digital journalism, while effective audience interaction builds stronger viewer relationships and trust. Furthermore, the strategic use of data analytics allows for more targeted and impactful content, reflecting an anchor's adaptability and innovation.

The emphasis on fact-checking and maintaining ethical journalism standards remains crucial, reinforcing the anchor's role as a trusted information source in a landscape where misinformation can spread rapidly. Technical proficiency and continuous learning demonstrate a commitment to staying updated with industry developments, positioning anchors as forward-thinking professionals.

Overall, the evolution of skills required in the digital age has a profound impact on the professional status of Hindi news anchors. By mastering these skills, they not only enhance their individual careers but also contribute significantly to the credibility and success of their news organizations. As they continue to adapt and innovate, Hindi news anchors are redefining their roles, ensuring they remain

relevant and indispensable in the ever-evolving digital journalism landscape.

Recommendations

Revamp the curriculum of journalism schools by incorporating classes on digital audience analytics, algorithm literacy, and influencer ethics. The study recommends to conduct workshops on reconciling editorial integrity with engagement analytics. Anchors must receive training in digital governance, platform manipulation, and audience data analysis. Establish a hybrid review structure for real-time content to alleviate strain on anchors during live broadcasts. Establish ethical standards for news personalities operating on commercial platforms. Incorporate digital anchoring and performance competencies into course syllabi. Establish equitable frameworks for anchors as content influencers. Promote collaborative editorial scripting to distribute responsibility.

Implications

Academic Implications could be enhancing the body of literature concerning digital journalism and the transformation of newsrooms. Affirms theoretical frameworks on convergence, identity, and mediatisation. The practical implications Offers a paradigm for newsrooms to comprehend the evolution of anchors within digital ecosystems. The study facilitates the integration of media education with practical industry experiences. The study proposes standards for governing news personalities on social media platforms.

Limitations of the Research

The study concentrated exclusively on the Delhi-NCR region; findings may not be applicable to regional or rural settings. The impact of YouTube and Twitter was predominant in the responses, whereas other platforms such as WhatsApp and Facebook were referenced less frequently. Snowball sampling may have resulted in a uniform participant profile from extensive newsrooms.

References

1. Aarzoo & Lal, R. (2025a). Enhancing Advertising Effectiveness Through AIDA, AI, and Data Visualization Integration for Business Strategies. In M. Muniasamy, A. Naim, & A. Kumar (Eds.), Data Visualization Tools for Business Applications (pp. 85-102). IGI Global. https://doi.org/10.4018/979-8-3693-6537-3.ch005
2. Aarzoo, & Lal, R. (2025b). Gender equality and household chores in Indian traditional society. Journal of Mass Media & Management, 1(1), JMMM03/01/2025. https://massmediajournal.com/wp-content/uploads/2024/12/research_3.pdf
3. Aarzoo, & Lal, R. (2024). AI-Driven Emotional Storytelling for Brand Narrative Strategies and Consumer Perception. IUP Journal of Brand Management, 21(4), 30–50.
4. Aarzoo, & Lal, R. (2024, March 15). *Artificial intelligence-driven emotional storytelling for brand narrative strategies and consumer perception*. SSRN. https://doi.org/10.2139/ssrn.4954803
5. Aarzoo, & Lal, R. (2024, March 22). *Quality culture in advertising agencies and creativity for campaign effectiveness: Analysis of Six Sigma practices*. SSRN. https://doi.org/10.2139/ssrn.5026406

6. Aneez, Z., T Neyazi, A., Kalogeropoulos, A., & Nielsen, R. (2019). India digital news report. *Reuters*.

7. Ankita, & Kumari, B. (2024). Role of Social Media in Indian 'Nationalism'and 'National Identity'in Twenty-First Century: Case Study of India. In Reading Justice Claims on Social Media: Perspectives from the Global South (pp. 125-148). Cham: Springer Nature Switzerland.

8. Baidya, R., Lal, R., & Rena, R.(2024). Digital Competency Assessment and Data-Driven Performance Management for Start-Ups. In Data-Driven Modelling and Predictive Analytics in Business and Finance (pp. 203-234). Auerbach Publications.

9. Banshal, S. K., Verma, M. K., & Yuvaraj, M. (2022). Quantifying global digital journalism research: a bibliometric landscape. Library Hi Tech, 40(5), 1337-1358.

10. Barthwal, S., & Sharma, V. (2023). New-age media and the genesis of Hindutva. Quarterly Review of Film and Video, 40(6), 702-724.

11. Baudrillard, J. (1994). Simulacra and simulation (S. Glaser, Trans.). University of Michigan Press.

12. Benson, R., & Neveu, E. (2005). Bourdieu and the journalistic field. Polity Press.

13. Blassnig, S., & Esser, F. (2022). The "audience logic" in digital journalism: an exploration of shifting news logics across media types and time. Journalism Studies, 23(1), 48-69.

14. Chadha, K. (2017). The Indian news media industry: Structural trends and journalistic implications. *Global Media and Communication*, *13*(2), 139-156.

15. Chhabra, A., Arora, M., Sharma, A., Singh, H., Verma, S., Jain, R., ... & Kanavos, A. (2024). Classifying Hindi News Using Various Machine Learning and Deep Learning Techniques. International Journal on Artificial Intelligence Tools, 33(02), 2350064.

16. Deori, M., Kumar, V., & Verma, M. K. (2023). What news sparks interest on YouTube? A study of news content uploaded by India's top five Hindi news networks. Online Information Review, 47(3), 550-566.

17. Devi, S. (2019). Making sense of "views" culture in television news media in India. *Journalism Practice*, *13*(9), 1075-1090.

18. Farid, A. S. (2023). Changing the Paradigm of Traditional Journalism to Digital Journalism: Impact on Professionalism and Journalism Credibility. Journal International Dakwah and Communication, 3(1), 22-32.

19. Garg, S., & Sharma, D. K. (2024). Fake news detection in the Hindi language using multi-modality via transfer and ensemble learning. Internet Technology Letters, e523.

20. Garimella, K., & Datta, A. (2024). Unraveling the Dynamics of Television Debates and Social Media Engagement: Insights from an Indian News Show. In Proceedings of the International AAAI Conference on Web and Social Media (Vol. 18, pp. 435-447).

21. Gokhale, S. S. (2021). Television news presentation in India: analysis of trends in national Hindi and Marathi channels for the period 2008 to 2018 (Doctoral dissertation, Tilak Maharashtra Vidyapeeth).

22. Jain, P., Lal, R., & Raina, G. S. (2023). Portrayal of Characters in a Hindi Film and Audience-Reaction: A Discourse Analysis. IIS University Journal of Arts,12 (1&2), 362-377.

23. Jenkins, H. (2006). Convergence culture: Where old and new media collide. New York University Press.

24. Jyoti, D., & Subramanian, V. (2020). Notes from a newsroom: Interrogating the transformation of Hindustan Times in a "digital" space. In Exploring Digital Humanities in India (pp. 186-196). Routledge India.

25. Katyal, S., Lal, R., & Rena, R.(2024) Effects of Gamification on Brand Engagement of Toy Brands: First Cry and Hamleys. In Marketing and Gamification (pp. 57-80). Routledge.

26. Kawamoto, K. (Ed.). (2003). Digital journalism: Emerging media and the changing horizons of journalism. Rowman & Littlefield Publishers.

27. Krishnatray, P., Roy, S., & Gadekar, R. (2010). Perceptual Mapping of Hindi News Channels. Journal of Creative Communications, 5(1), 47-62.

28. Kumar, A. (2019). Television News Anchoring: A Comparative Study of Hindi and English Television News Channels. International Journal of Innovative Studies in Sociology and Humanities, 4(3), 70-75.

29. Kumar, D., & Lal, R. (2023). Technological Advancements in the Media Industry and the Current Job Market in India. In A. Naim (Eds.), Accreditation Processes and Frameworks in Higher Education (pp. 289–314). Nova Science Publishers.

30. Kumar, M. (2024). Rise of the fake and decline of the real: A study of small Hindi newspapers in India.

31. Lal, R. (2023). New Measures of Teaching Learning and Evaluating with Changing Technology. In A. Naim (Eds.), Accreditation Processes and Frameworks in Higher Education (pp. 267–287). Nova Science Publishers .

32. Lal, R., & Sharma, G. (2021). Social media influencers for online purchase behaviour: Mediation by brand consciousness. Journal of Content, Community & Communication, 13(7), 83-94.

33. Lal, R., Baidya, R., & Ganjoo, M. (2024). Global Trends in Media Education Accreditation and Employability. In Evaluating Global Accreditation Standards for Higher Education (pp. 293-308). IGI Global.

34. Lal, R., Deb, N., & Gogoi, D. M. (2025). Assessing the Role of Digital Data Visualization Tools in the Advertising Industry for Informed Business Decision-Making. In Data Visualization Tools for Business Applications (pp. 189-208). IGI Global.

35. Lopezosa, C., Codina, L., Fernández-Planells, A., & Freixa, P. (2023). Journalistic innovation: How new formats of digital journalism are perceived in the academic literature. Journalism, 24(4), 821-838.

36. Mane, N., & Lal, R. (2021). Use of Folk Media to Create Health Awareness about Tuberculosis. Pragyaan: Journal of Mass Communication, 12.

37. Mane, N., Lal, R., & Rout, S. (2023). Revival of Nautanki through the agency of north Indian youth to achieve planetary sustainability. International Journal of Pluralism and Economics Education, 14(3-4), 315-331.

38. Mane, N., Lal, R., & Rout, S. (2025). The Management and Organizational Paradigm of Chaitra Parva and Its Role in the Sustenance of Chhau. In fresh perspectives on India's organizational dimension (pp. 291-326).

39. Marta-Lazo, C., Peñalva, S., & Rodríguez Rodríguez, J. M. (2020). Digital journalism competences. Systematic review of the scientific literature on new professional profiles of the journalist. Rev. lat. comun. soc., (ART-2020-119215).

40. Napoli, P. M. (2014). Automated media: An institutional theory perspective on algorithmic media production and consumption. Media Industries Journal, 1(1), 33–47.

41. Neyazi, T. A. (2011). Politics after vernacularisation: Hindi media and Indian democracy. Economic and Political Weekly, 75-82.

42. Neyazi, T. A. (2018). Political communication and mobilisation: The Hindi media in India. Cambridge University Press.

43. Noor, R. (2024). Citizen Journalism in the Digital Age: Indian Perspective. In Handbook of Digital Journalism: Perspectives from South Asia (pp. 477-486). Singapore: Springer Nature Singapore.

44. Örnebring, H. (2013). Anything you can do, I can do better? Professional journalists on citizen journalism in six European countries. International Communication Gazette, 75(1), 35–53.

45. Pandey, U. S. (2023). Digital Response to Traditional Challenges. The Routledge Companion to Journalism in the Global South.

46. Parthasarathi, V., & Mitra, A. (2017). Indian TV Anchors on Twitter: Technological Practice and Textual Form. *Digital Technology and Journalism: An International Comparative Perspective*, 263-289.

47. Paul, S., & Palmer, R. (2022). The view from the hinterland: caste, gender and press freedom in Hindi news reporting. Asian Journal of Communication, 32(3), 200-217.

48. Perreault, G. P., & Ferrucci, P. (2020). What is digital journalism? Defining the practice and role of the digital journalist. Digital journalism, 8(10), 1298-1316.

49. Rahman, Z. T., Lal, R., & Ratna, R. (2022). An Analytical Study on the Significance of Folk and Fairytales on the Psychology of Young Children. International Journal of Early Childhood Special Education, 14(5).

50. Rahman, Z. T., Lal, R., & Rena, R. (2024). Innovative and Futuristic Approach to the Agricultural Sector in China. In Innovation and Development of Agricultural Systems: Cases from Brazil, Russia, India, China and South Africa (BRICS) (pp. 257-285). Singapore: Springer Nature Singapore.

51. Rahman, Z. T., Lal, R., & Rena, R. (2025). New Development Bank in India: Growth, Development, and Futuristic Prospects. In The Multilateralism of the New Development Bank on the Sustainable Economic Growth in BRICS Nations and Beyond (pp. 197-224). Emerald Publishing Limited.

52. Rahman, Z. T., Lal, R., & Rena, R.(2024) Challenges of Communication with Gen-Z in the Era of Artificial Intelligence-Interceded Digital Economy. In AI-Oriented Competency Framework for Talent Management in the Digital Economy (pp. 76-94). CRC Press.

53. Ranganathan, M. (2023). The Everyday Nation of Indian News Television. In Television Publics in South Asia (pp. 178-194). Routledge India.

54. Rao, M. H. N., & Ravi, B. K. (2015). Audience perception of the credibility of local news channels. *International Journal of Scientific and Research Publications*, 5(2), 154-164.

55. Rao, R. N. (2015). A Study on Viewers Satisfaction Towards Hindi News Channels at Hyderabad. Indian Journal of Commerce and Management Studies, 6(1), 57-64.

56. Rao, S. (Ed.). (2018). Indian Journalism in a New Era: Changes, Challenges, and Perspectives.

57. Sadhwani, S., Grover, N., Akhtar, M. S., & Chakraborty, T. (2022). Detecting anchors' opinion in hinglish news delivery. In Pacific-Asia Conference on Knowledge Discovery and Data Mining (pp. 574-586). Cham: Springer International Publishing.

58. Salaverría-Aliaga, R. (2019). Digital journalism: 25 years of research. Review article.

59. Sarkar, N., & Lal, R. (2023). Changing Trends of Media Ownership: Marketing Through Community Engagement in Hindi Television News Channels. In Global Applications of the Internet of Things in Digital Marketing (pp. 290-309). IGI Global.

60. Sarkar, N., & Lal, R. (2023). Changing Trends of Media Ownership: Marketing Through Community Engagement in Hindi Television News Channels. In Global Applications of the Internet of Things in Digital Marketing (pp. 290-309). IGI Global.

61. Shaika, S., Lal, R., & Jonjua, M. (2021). Sustainable Development Goal 3: Case Study of using Folk media as a Potent tool in India. Journal of Contemporary Issues in Business and Government Vol, 27(1).

62. Singh, R. K., Prakash, R., & Lal, R., (2021) Adoption of CAB model for instrument development of effectiveness of crime-based reality-shows, Journal of Content Community and Communication, 14 (7) 230–239.

63. Singh, R. K., Prakash, R., Lal, R., & Nanda, V. (2022). Mediation Role of Crime-Show Impact Between Creating Awareness About Crime and Novelty in Crime. Journal of Pharmaceutical Negative Results, 1255-1262.

64. Sinha, A., Kumar, R., Vishwakarma, R., & Basu, D. (2023). Unmasking Misinformation: Evolving Roles and Responsibilities of Indian Journalists in the Digital Age. Estudios sobre el Mensaje Periodistico, 29(4).

65. Somani, I. S., & O'Boyle, J. (2018). TV News in India: Journalists in Transition. In Critical Perspectives on Journalistic Beliefs and Actions (pp. 35-46). Routledge.

66. Steensen, S., & Westlund, O. (2021). What is digital journalism studies? (p. 136). Taylor & Francis.

67. Vats, A. (2021). Regional Hindi channels: Origin, development, and challenges. In Regional Language Television in India (pp. 35-49). Routledge India.