

Presence of Bangladeshi and Indian Entertainment News in Selected Dailies of Bangladesh

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[**Abstract :** In present article, the quantitative comparison between Bangladeshi and foreign entertainment and cultural news of 10 days of September'14 and 10 days of September'16 is revealed by using content analysis method of entertainment page of three national dailies of Bangladesh. And also, the quantitative comparison of Indian entertainment news and other international entertainment news have been examined. The findings of the research suggest that the national dailies of Bangladesh are increasing the coverage of Bangladeshi entertainment news day by day. But on the other hand, most of the coverage of international entertainment news is publishing from the entertainment news of India instead of rest of the world.]

Key words : Entertainment news, Bangladeshi entertainment news, Indian entertainment news, Bangladeshi newspaper.

Introduction

Commonly known as a land of indigenous culture, Bangladesh although has experienced several mixings of other cultures due to the political ups and downs throughout the history of civilization in this region. And the trans-border flow of programs in mass media is not a new phenomenon in Bangladesh as well (Wahid, 2007). Indian drama serials are also very popular in Bangladesh. People of all ages are interested to watch these serials (Helal, 2014). Argument is present where awareness is told to be created about impacts of Indian programs in our culture (Islam, 2013). On the other hand, entertainment pages of the national dailies of Bangladesh can be an important source to understand the present phenomenon of the entertainment sector of the country as now a day every popular national daily of Bangladesh is publishing 'Entertainment Page' as their regular publication. National dailies should give coverage to our national cultural and entertainment news in these pages to give them proper incentives which will be helpful for our own cultural identity in the long run. But what

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is the actual condition of these entertainment pages? Are they upholding the events of entertainment sector of Bangladesh? Or they're focusing mostly on foreign entertainment contents? Another query is that, entertainment news of which countries are getting more coverage in entertainment pages of national dailies of Bangladesh?

Looking for the answers of these questions, this research work has tried to analyze the content of the entertainment pages of three national dailies of Bangladesh of same month, which is September of two different years, 2014 and 2016. It has been tried to figure out the comparison between Bangladeshi cultural and entertainment news coverage and international cultural and entertainment news coverage in these pages as well as the comparison between the coverage of Indian cultural and entertainment news and other foreign cultural and entertainment news in course of time as the researcher believes that the findings of this research will be helpful to realize the current condition of entertainment and cultural trend of Bangladeshi people and mass media.

Objectives and Hypothesis

The basic objective of this research is to find out the present phenomenon of entertainment news published in entertainment pages of national dailies of Bangladesh. Through this, frequency of publishing Bangladeshi cultural and entertainment news in contrast with international cultural and entertainment news can be measured as well as the frequency of Indian entertainment news against entertainment news of other foreign countries except India in entertainment pages of Bangladeshi national dailies, which further indicate towards the objectives of the research. A serious absence of relevant research and literature on coverage of entertainment content of media has been experienced by the researcher of this research while conducting this work. For this the researcher has got another objective of this study which is to conduct a research work on entertainment content of media of Bangladesh which will be helpful for further researchers as relevant literature. With these objectives, two hypotheses have been taken for this research. They are,

1. *Publication of Bangladeshi entertainment news or stories is increasing in national dailies of Bangladesh.*
2. *Coverage of Indian entertainment news in Bangladeshi national dailies is increasing day by day in comparison with other international entertainment news.*

Culture and Entertainment

Culture is something what all the human do, use, produce, know, believe etc. (Tischler, 2011). Tischler (2011) stated culture as the blueprint of a

society and defining 'culture', he said, "We will define culture as all that human beings learn to do, to use, to produce, to know, and to believe as they grow to maturity and live out their lives in the social groups to which they belong" (Tischler, 2011: 51). According to Hall and Hall (1990) Sociologists divide cultures into two separate components as material culture and nonmaterial culture (cited in Tischler, 2011). "All the things human beings make and use" in a culture are part of material culture and "the totality of knowledge, beliefs, values, and rules for appropriate behavior" are considered as the nonmaterial culture (Tischler, 2011: 55).

Entertainment and culture are very much interconnected as entertainment is a part of all cultures (Bates and Ferri, 2010). Entertainment is very much related with amusement, any action provides amusement or enjoyment can be define as entertainment. According to Zillmann and Bryant entertainment is "any activity designed to delight and, to a smaller degree, enlighten through the exhibition of the fortunes or misfortunes of others, but also through the display of special skills by other and/or self" (cited in Bates and Ferri, 2010: 6). Mendelsohn and Spetnagel define entertainment as which "occur in designated places and on schedules that are originated by the entertainers and not by audiences" (cited in Bates and Ferri, 2010: 6). Bates and Ferri (2010) also stated that the definition of entertainment can be subjective as well as objective.

Readership of Newspaper and Entertainment Page

Numbers of researches have been done on the newspaper readers' habit of Bangladesh. In a research which was done by the participation of university students finds that 90% of the respondents used to read newspaper in regular basis, and others don't read it on daily basis (Akanda and Haque, 2013).

Another research finds that 70.9% of the citizens of Dhaka city read newspaper daily, 17.3% reads often and 9.5% reads only on weekends and 2.2% reads newspaper seldom (Mamun and Khan, 2011).

There are several causes of the readers to read newspapers can be found from various researches. One of these research states that 11.85% of the readers read newspaper to obtain information, 11.39% for general knowledge, 11.12% for educational purposes, 10.94% for searching jobs and sports news. The least of the readers, which is 0.91%, reads newspaper to secure a better status in the society (Akanda and Haque, 2013).

The same research also tried to find out the contents of the newspaper read by its readers. it finds that 12.96% of the respondents read international pages of the newspaper, 12.66% is interested in political news, 12.06% reads editorials, 11.96% reads sports news, 11.47% reads educational news, 7.98%, 6.48%, 5.98% and 2.99% read sensetional,

business, agriculture and letters respectively, 6.98% of the readers read newspaper for entertainment and health related news respectively and only 1.50% of the readers read newspaper to know about the advertisements of goods and services (Akanda and Haque, 2013). Here, 6.98% percent of university students read entertainment page of newspapers, which is very useful fact for this research work proving the importance of the research.

Another research shows that 48% of Dhaka city dwellers prefer lead news and news of national affairs, 20.1% reads sports news, 12.8% of them read business section, 9.5% and 6.1% of readers read international and lifestyle and culture section respectively (Mamun and Khan, 2011). It is again revealed here that 6.1% of Dhaka city people read entertainment page regularly, it is also signifying the importance of this research work.

Satellite TV Channels and Indian Entertainment Programs

News Network (2012) stated that most of the audiences of Bangladesh are being 'addicted' to satellite channels (cited in Helal, 2012). Though rapid spread of satellite channels over the world started in 1960s, Bangladesh lagged behind this for several decades (Wahid, 2007). Same research stated,

Although TVRO remained as a 'golden dream' for the middle class dwellers in Dhaka City, it was out of their purchasing capacity due to its 'too high' a price. The entire condition changed in 1993 when the cable operators made possible the 'victory of satellite' for the middle class viewers in Dhaka City by the wiring up homes in different parts of the city. (Wahid, 2007: 77-78)

Same research says that though CNN started transnational broadcasting in Bangladesh, it was boosted with the launching of Hong Kong based Satellite Television Asian Region (STAR) (Wahid, 2007).

According to Subhan (2010), satellite TV channels had diverted Bangladeshi young generation from its rich heritage and they're now influenced mostly to Indian culture instead of Western culture as before (cited in Helal, 2012). Through dominance in South Asian TV network and broadcasting of Indian channels, movies, serials and cartoons, Indian entertainment programs are getting popularity in Bangladesh (Islam, 2013). Result of this kind of popularity or addiction are stated as market hegemony, brain storming towards brain draining, domination of Hindi language, changes in family relationships etc. (Islam, 2013).

Methods

There are four main parts in methodology of this research. These are:

- i) Source of information: For research result and research report, primary data have been used. But for relevant literature review and theoretical framework, various secondary data have been used as well as primary data.
- ii) Method of information gathering: This research is completed using content analysis as the methodology. Kerlinger (1973) says: “Content analysis is a method of studying and analyzing communication in a systematic, objective, and quantitative manner for the purpose of measuring variables” (cited in Wimmer & Dominick, 1987). Entertainment news published in entertainment pages of national dailies of Bangladesh have been considered as content unit in this research.
- iii) Presentation of information: Different tables have been used to simplify and indicate the findings of the research formulated from the data.
- iv) Sampling: Entertainment page of three national dailies of Bangladesh, ‘Daily Prothom Alo’, ‘Daily Samakal’ and ‘Daily Kaler Kantho’ from September 01, 2014 to September 10, 2014 and September 01, 2016 to September 10, 2016 has been taken as sample for this research. As this research has been conducted in a very short period of time, it was not possible to take a larger sample size. Samples have been taken using simple random sampling as this method of sampling is the easiest and time consuming for social research. It is said, “The most basic type of probability sampling is the simple random sample, where each subject or unit in the population has an equal chance of being selected” (Wimmer and Dominick, 1987: 73).

Theoretical Framework

Social Cognitive Theory (SCT) has been taken as the theoretical framework of this research work. It actually developed from the operant or traditional learning theory. It states, “people learn new behaviors when they are presented with stimuli (something in their environment), make a response to those stimuli, and have those responses reinforced either positively (rewarded) or negatively (punished)” (Baran and Davis, 2011: 195).

This learning of observation is stated as the base of social cognitive theory (Baran & Davis, 2011). Albert Bandura (1994) said, “Social cognitive theory explains psychological functioning in terms of triadic reciprocal causation. In this model of reciprocal determinism, behavior; cognitive,

biological, and other personal factors; and environmental events all operate as interacting determinants that influence each other bidirectionally” (cited in Baran and Davis, 2011: 195).

This theory has been chosen as the theoretical framework of this research because the theory can be described in two different possible ways. Firstly, people can be attracted to foreign entertainment content or program because of the regular coverage of mass media, just like the social cognitive theory says. And secondly, it can be described as the vice versa of the actual theory where newspapers or mass media are influenced to publish foreign entertainment content regularly because of the attraction of the people. Through this, whether the first or the second possible way is the reality, the constant part is ‘cognition’ in both ways; whether it is cognition of people or cognition of mass media. In this concern, these two possibilities can be established through some other theories. If the first possible way is the reality, cause of this can be described through the Marxist Theory of media. In this theory Marx said that elite class maintains their power by controlling culture, which is the superstructure of the society as well as controlling the means of production or base (Baran & Davis, 2011). It said, “Marx saw culture as something elites freely manipulated to mislead average people and encourage them to act against their own interests” (Baran and Davis, 2011: 217).

On the other hand, if the second possible way is the reality, then it can be described through the Agenda-Setting Theory of media. In this theory Maxwell McCombs and Donald Shaw measured media agenda and public agenda (Griffin, 2011). Public agenda is the agenda of people which determines the agenda of media. About public agenda, it is said, “It’s possible that newspaper and television coverage simply reflects public concerns that already exist” (Griffin, 2011: 380).

Data Analysis

‘Daily Prothom Alo’, ‘Daily Samakal’ and ‘Daily Kaler Kantho’, three leading national dailies of Bangladesh have been taken as sample for the research. Entertainment news published in these three newspapers has been quantitatively analyzed in first phase on the basis of whether it is a Bangladeshi entertainment news or international/foreign entertainment news. In second phase, international news has been analyzed on the basis of whether it is an Indian entertainment news or international entertainment news except India. If there is any photo published without story, that or those photos were considered as an individual story in this quantitative research. But TV highlights with photo in ‘Daily Prothom Alo’ and the boxed story in the right bottom corner of ‘Daily Samakal’ have not counted as individual stories in this work.

Phase 1: Analysis of Bangladeshi Stories and Foreign Stories

The analysis of data of September'14 and September'16 based on Bangladeshi stories and foreign stories have been showed here. First, we'll see the analysis of three sample newspapers individually. Then we'll see the total comparison which will help us to discover the current situation of entertainment news in national dailies of Bangladesh.

A. Daily Prothom Alo

'Daily Prothom Alo' publishes its entertainment page regularly named 'Binodon'. In September'14, it had published 69 entertainment news in 10 days. 36 (52.17%) of those were Bangladeshi entertainment news and 33 (47.83%) were foreign entertainment news.

Date	Total Story	Bangladeshi	Foreign
01.09.2014	07	03 (42.86%)	04 (57.14%)
02.09.2014	09	05 (55.55%)	04 (44.45%)
03.09.2014	08	04 (50%)	04 (50%)
04.09.2014	07	04 (57.14%)	03 (42.86%)
05.09.2014	04	02 (50%)	02 (50%)
06.09.2014	08	03 (37.50%)	05 (62.50%)
07.09.2014	07	04 (57.14%)	03 (42.86%)
08.09.2014	07	05 (71.43%)	02 (28.57%)
09.09.2014	06	03 (50%)	03 (50%)
10.09.2014	06	03 (50%)	03 (50%)
Total	69	36 (52.17%)	33 (47.83%)

Table 1: Number and percentage of entertainment news in 'Daily Prothom Alo' in September'14

On the other hand, in September'16, it had published 46 entertainment news in 10 days. 33 (71.74%) of those were Bangladeshi entertainment news and 13 (28.26%) were foreign entertainment news.

Date	Total Story	Bangladeshi	Foreign
01.09.2016	05	03 (60%)	02 (40%)
02.09.2016	03	01 (33.33%)	02 (66.67%)
03.09.2016	03	02 (66.67%)	01 (33.33%)
04.09.2016	05	03 (60%)	02 (40%)
05.09.2016	05	04 (80%)	01 (20%)
06.09.2016	04	03 (75%)	01 (25%)
07.09.2016	05	04 (80%)	01 (20%)
08.09.2016	05	04 (80%)	01 (20%)
09.09.2016	05	04 (80%)	01 (20%)
10.09.2016	06	05 (83.33%)	01 (16.67%)
Total	46	33 (71.74%)	13 (28.26%)

Table 2: Number and percentage of entertainment news in 'Daily Prothom Alo' in September'16

B. Daily Samakal

An entertainment page named ‘Anondo Protidin’ is published daily by ‘Daily Samakal’. In September’14, it had published 61 entertainment news in 10 days. 38 (62.30%) of those were Bangladeshi entertainment news and 23 (37.70%) were foreign entertainment news.

Date	Total Story	Bangladeshi	Foreign
01.09.2014	04	03 (75%)	01 (25%)
02.09.2014	07	04 (57.14%)	03 (42.86%)
03.09.2014	06	03 (50%)	03 (50%)
04.09.2014	07	05 (71.43%)	02 ((28.57%)
05.09.2014	08	06 (75%)	02 (25%)
06.09.2014	05	03 (60%)	02 (40%)
07.09.2014	06	05 (83.33%)	01 (16.67%)
08.09.2014	06	03 (50%)	03 (50%)
09.09.2014	06	03 (50%)	03 (50%)
10.09.2014	06	03 (50%)	03 (50%)
Total	61	38 (62.30%)	23 (37.70%)

Table 3: Number and percentage of entertainment news in ‘Daily Samakal’ in September’14

On the other hand, in September’16, it had published 50 entertainment news in 10 days. 39 (78%) of those were Bangladeshi entertainment news and 11 (22%) were foreign entertainment news.

Date	Total Story	Bangladeshi	Foreign
01.09.2016	05	04 (80%)	01 (20%)
02.09.2016	04	03 (75%)	01 (25%)
03.09.2016	06	04 (66.67%)	02 (33.33%)
04.09.2016	05	04 (80%)	01 (20%)
05.09.2016	04	03 (75%)	01 (25%)
06.09.2016	05	05 (100%)	00 (0.00%)
07.09.2016	07	05 (71.43%)	02 (28.57%)
08.09.2016	05	04 (80%)	01 (20%)
09.09.2016	04	04 (100%)	00 (0.00%)
10.09.2016	05	03 (60%)	02 (40%)
Total	50	39 (78%)	11 (22%)

Table 4: Number and percentage of entertainment news in ‘Daily Samakal’ in September’16

C. Daily Kaler Kantho

'Daily Kaler Kantho' publishes its entertainment page regularly named 'Rong Berong'. In September'14, it had published 49 entertainment news in 10 days. 24 (48.98%) of those were Bangladeshi entertainment news and 25 (51.02%) were foreign entertainment news.

Date	Total Story	Bangladeshi	Foreign
01.09.2014	05	03 (60%)	02 (40%)
02.09.2014	04	02 (50%)	02 (50%)
03.09.2014	05	02 (40%)	03 (60%)
04.09.2014	05	02 (40%)	03 (60%)
05.09.2014	07	04 (57.14%)	03 ((42.86)
06.09.2014	05	01 (20%)	04 (80%)
07.09.2014	04	02 (50%)	02 (50%)
08.09.2014	05	02 (40%)	03 (60%)
09.09.2014	05	03 (60%)	02 (40%)
10.09.2014	04	03 (75%)	01 (25%)
Total	49	24 (48.98%)	25 (51.02%)

Table 5: Number and percentage of entertainment news in 'Daily Kaler Kantho' in September'14

On the other hand, in September'16, it had published 57 entertainment news in 10 days. 31 (54.39%) of those were Bangladeshi entertainment news and 26 (45.61%) were foreign entertainment news.

Date	Total Story	Bangladeshi	Foreign
01.09.2016	05	03 (60%)	02 (40%)
02.09.2016	04	02 (50%)	02 (50%)
03.09.2016	06	03 (50%)	03 (50%)
04.09.2016	05	02 (40%)	03 (60%)
05.09.2016	07	05 (71.43%)	02 (28.57%)
06.09.2016	06	03 (50%)	03 (50%)
07.09.2016	05	02 (40%)	03 (60%)
08.09.2016	05	03 (60%)	02 (40%)
09.09.2016	07	05 (71.43%)	02 (28.57%)
10.09.2016	07	03 (42.86%)	04 (57.14%)
Total	57	31 (54.39%)	26 (45.61%)

Table 6: Number and percentage of entertainment news in 'Daily Kaler Kantho' in September'16

Total Comparison of Phase 1

In the first 10 days of September'14, these three national dailies had published 179 entertainment news. 98 (54.75%) of those were Bangladeshi entertainment news and 81 (45.25%) of those were foreign entertainment news.

Name of The Paper	Total Stories in 10 Days of 2014	Bangladeshi	Foreign
Prothom Alo	69	36 (52.17%)	33 (47.83%)
Samakal	61	38 (62.30%)	23 (37.70%)
Kaler Kantho	57	31 (54.39%)	26 (45.61%)
Total	179	98 (54.75%)	81 (45.25%)

Table 7: Comparison of entertainment news in three national dailies in September'14

On the other hand, in the first 10 days of September'16, these three national dailies had published 153 entertainment news. 113 (73.86%) of those were Bangladeshi entertainment news and 40 (26.14%) of those were foreign entertainment news.

Name of The Paper	Total Stories in 10 Days of 2016	Bangladeshi	Foreign
Prothom Alo	46	33 (71.74%)	13 (28.26%)
Samakal	50	39 (78%)	11 (22%)
Kaler Kantho	57	31 (54.39%)	26 (45.61%)
Total	153	113 (73.86%)	40 (26.14%)

Table 8: Comparison of entertainment news in three national dailies in September'16

Phase 2: Analysis of Indian Stories and Other International Stories

Here, we'll see the comparison of Indian entertainment news stories and other international entertainment news stories published in entertainment pages of national dailies of Bangladesh.

A. Daily Prothom Alo

'Daily Prothom Alo' had published 33 foreign entertainment stories in September'14. 13 (39.39%) of those were Indian entertainment news and 20 (60.61%) of those were other international entertainment news.

Date	Total Foreign Story	Indian	Others
01.09.2014	04	01 (25%)	03 (75%)
02.09.2014	04	02 (50%)	02 (50%)
03.09.2014	04	02 (50%)	02 (50%)
04.09.2014	03	01 (33.33%)	02(66.67%)
05.09.2014	02	01 (50%)	01 (50%)
06.09.2014	05	02 (40%)	03 (60%)
07.09.2014	03	01 (33.33%)	02 (66.67%)
08.09.2014	02	01 (50%)	01 (50%)
09.09.2014	03	00 (0.00%)	03 (100%)
10.09.2014	03	02 (66.67%)	01 (33.33%)
Total	33	13 (39.39%)	20 (60.61%)

Table 9: Number and percentage of Indian and other international entertainment news in ‘Daily Prothom Alo’ in September’14

On the other hand, it had published 13 foreign entertainment stories in September’16. Nine (69.23%) of those were Indian entertainment news and four (30.77%) of those were other international entertainment news.

Date	Total Foreign Story	Indian	Others
01.09.2016	02	01 (50%)	01 (50%)
02.09.2016	02	01 (50%)	01 (50%)
03.09.2016	01	01 (100%)	00 (0.00%)
04.09.2016	02	01 (50%)	01 (50%)
05.09.2016	01	01 (100%)	00 (0.00%)
06.09.2016	01	01 (100%)	00 (0.00%)
07.09.2016	01	00 (0.00%)	01 (100%)
08.09.2016	01	01 (100%)	00 (0.00%)
09.09.2016	01	01 (100%)	00 (0.00%)
10.09.2016	01	01 (100%)	00 (0.00%)
Total	13	09 (69.23%)	04 (30.77%)

Table 10: Number and percentage of Indian and other international entertainment news in ‘Daily Prothom Alo’ in September’16

B. Daily Samakal

‘Daily Samakal’ had published 23 foreign entertainment stories in September’14. Seven (30.43%) of those were Indian entertainment news and 16 (69.57%) of those were other international entertainment news.

Date	Total Foreign Story	Indian	Others
01.09.2014	01	01 (100%)	00 (0.00%)
02.09.2014	03	01 (33.33%)	02 (66.67%)
03.09.2014	03	00 (0.00%)	03 (100%)
04.09.2014	02	01 (50%)	01 (50%)
05.09.2014	02	00 (0.00%)	02 (100%)
06.09.2014	02	00 (0.00%)	02 (100%)
07.09.2014	01	00 (0.00%)	01 (100%)
08.09.2014	03	00 (0.00%)	03 (100%)
09.09.2014	03	01 (33.33%)	02 (66.67%)
10.09.2014	03	03 (100%)	00 (0.00%)
Total	23	7 (30.43%)	16 (69.57%)

Table 11: Number and percentage of Indian and other international entertainment news in ‘Daily Samakal’ in September’14

On the other hand, it had published 11 foreign entertainment stories in September’16. Seven (63.64%) of those were Indian entertainment news and four (36.36%) of those were other international entertainment news.

Date	Total Foreign Story	Indian	Others
01.09.2016	01	01 (100%)	00 (0.00%)
02.09.2016	01	01 (100%)	00 (0.00%)
03.09.2016	02	01 (50%)	01 (50%)
04.09.2016	01	01 (100%)	00 (0.00%)
05.09.2016	01	01 (100%)	00 (0.00%)
06.09.2016	00	00 (0.00%)	00 (0.00%)
07.09.2016	02	00 (0.00%)	02 (100%)
08.09.2016	01	01 (100%)	00 (0.00%)
09.09.2016	00	00 (0.00%)	00 (0.00%)
10.09.2016	02	01 (50%)	01 (50%)
Total	11	07 (63.64%)	04 (36.36%)

Table 12: Number and percentage of Indian and other international entertainment news in ‘Daily Samakal’ in September’16

C. Daily Kaler Kantho

‘Daily Kaler Kantho’ had published 25 foreign entertainment stories in September’14. 16 (64%) of those were Indian entertainment news and nine (36%) of those were other international entertainment news.

Date	Total Foreign Story	Indian	Others
01.09.2014	02	01 (50%)	01 (50%)
02.09.2014	02	02 (100%)	00 (0.00%)
03.09.2014	03	03 (100%)	00 (0.00%)
04.09.2014	03	01 (33.33%)	02 (66.67%)
05.09.2014	03	01 (33.33%)	02 (66.67%)
06.09.2014	04	03 (75%)	01 (25%)
07.09.2014	02	01 (50%)	01 (50%)
08.09.2014	03	02 (66.67%)	01 (33.3%)
09.09.2014	02	01 (50%)	01 (50%)
10.09.2014	01	01 (100%)	00 (0.00%)
Total	25	16 (64%)	09 (36%)

Table 13: Number and percentage of Indian and other international entertainment news in 'Daily Kaler Kantho' in September'14

On the other hand, it had published 26 foreign entertainment stories in September'16. 16 (61.54%) of those were Indian entertainment news and 10 (38.46%) of those were other international entertainment news.

Date	Total Foreign Story	Indian	Others
01.09.2016	02	02 (100%)	00 (0.00%)
02.09.2016	02	01 (50%)	01 (50%)
03.09.2016	03	02 (66.67%)	01 (33.33%)
04.09.2016	03	01 (33.33%)	02 (66.67%)
05.09.2016	02	02 (100%)	00 (0.00%)
06.09.2016	03	02 (66.67%)	01 (33.33%)
07.09.2016	03	02 (66.67%)	01 (33.33%)
08.09.2016	02	02 (100%)	00 (0.00%)
09.09.2016	02	01 (50%)	01 (50%)
10.09.2016	04	01 (25%)	03 (75%)
Total	26	16 (61.54%)	10 (38.46%)

Table 14: Number and percentage of Indian and other international entertainment news in 'Daily Kaler Kantho' in September'16

Total Comparison of Phase 2

These three national dailies had published 81 foreign entertainment news in first 10 days of September'14. 36 (44.44%) of those are Indian entertainment news and 45 (55.56%) of those were other international entertainment news.

Name of The Newspaper	Total Stories in 10 Days	Indian	Others
Prothom Alo	33	13 (39.39%)	20 (60.61%)
Samakal	23	7 (30.43%)	16 (69.57%)
Kaler Kantho	25	16 (64%)	09 (36%)
Total	81	36 (44.44%)	45 (55.56%)

Table 15: Comparison between Indian and other international entertainment news in September'14

These three national dailies had published 50 foreign entertainment news in first 10 days of September'16. 32 (64%) of those are Indian entertainment news and 18 (36%) of those were other international entertainment news.

Name of The Newspaper	Total Stories in 10 Days	Indian	Others
Prothom Alo	13	09 (69.23%)	04 (30.77%)
Samakal	11	07 (63.64%)	04 (36.36%)
Kaler Kantho	26	16 (61.54%)	10 (38.46%)
Total	50	32 (64%)	18 (36%)

Table 16: Comparison between Indian and other international entertainment news in September'16

Overall Findings and Discussion

From data analysis of phase 01, it can be seen that, in the three national dailies taken for this work, increasing percentage range of publication of Bangladeshi entertainment news varies from 5.41% to 19.57% from 2014 to 2016 in various national dailies. On the other hand, decreasing percentage range of publication of foreign entertainment news varies from 19.57% to 5.41% in various national dailies. If we consider all three newspapers along, the average increased percentage of Bangladeshi entertainment news is 19.11% from 2014 to 2016. And decreased percentage of foreign entertainment news published is 19.11% as well in the same period of time. These data suggest that, national dailies of Bangladesh have increased the coverage of local or Bangladeshi entertainment news and decreased the coverage of foreign entertainment news from 2014 to 2016. It indicates that, local or Bangladeshi entertainment or cultural activities and events are getting more attention to the national dailies of Bangladesh than before.

Considering the comparison of two years, publication of Bangladeshi entertainment news stories has increased from 54.75% to 73.86% from

2014 to 2016, which indicates the validity of the first hypothesis of this research.

From phase 02, it can be seen that, in three national dailies, increasing percentage range of publication of Indian entertainment news varies from 2.46% to 33.21% from 2014 to 2016. On the other hand, decreasing percentage range of publication of other foreign entertainment news varies from 33.21% to 2.46% in the same period of time. If all three newspapers are considered along, the average increased percentage of Indian entertainment news is 19.56% and decreased percentage of other foreign entertainment news published is 19.56% from 2014 to 2016. From this data, it can be suggested that, the national dailies of Bangladesh have increased giving coverage of Indian entertainment news than other foreign entertainment news from 2014 to 2016. It states that, Bangladeshi national dailies are emphasizing more on Indian entertainment news day by day rather than other countries. It can be also said that, people of Bangladesh are getting interested to Indian entertainment shows rather than other countries for passing leisure or entertainment purposes, that's why national dailies are increasing coverage of these news day by day.

In this case, coverage of Indian entertainment news has been increased from 44.44% to 64% from 2014 to 2016. And coverage of other international entertainment news has been decreased from 55.56% to 36% in the same period of time. This indicates that the second hypothesis taken for the research has also come true.

From the analysis of the result of this research, it is clear that, the hypotheses taken for the research had come absolutely right. And it can be said that, all three newspapers have increased the number of Bangladeshi entertainment news in their entertainment page. At the same time, coverage of Indian entertainment news has been increased in comparison with other international entertainment news in the same period of time.

Conclusion

As the hypotheses of this research have come true, it is clear that, though the national dailies of Bangladesh are increasing the coverage of Bangladeshi entertainment news, Indian entertainment news is taking most of the coverage of foreign entertainment news on the other hand. It proves that people of Bangladesh are getting attracted to Indian culture and programs. According to the social cognitive theory, there is a chance that, people are getting attracted to these through the regular publication of Indian entertainment news. On the other hand, there can be a chance that people are attracted to foreign entertainment contents and that's why newspapers are publishing more of these news as the vice versa of social cognitive theory told in the discussion of theoretical framework of this

work. This increasing trend of Indian entertainment news can be alarming for the entertainment sector of Bangladesh as there is no data or research on the audience behavior regarding this. This alarming situation or alarming number of day by day increasing coverage of Indian entertainment news in Bangladeshi national dailies can lead the country towards cultural imperialism or cultural dependency. In that case, it'll be a devastating situation for the age old culture and for the emerging or premature entertainment sector of Bangladesh.

In this situation, it is very much important to conduct more and more research on it to reveal the actual cause of popularity of Indian cultural and entertainment program as well as improving the quality of Bangladeshi entertainment sector.

Simultaneously, it has been seen in this work that, total number of entertainment news published in national dailies of Bangladesh has decreased from 2014 to 2016; it can be a sector of further study as well.

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[সার-সংক্ষেপ: বর্তমান প্রবন্ধে, বাংলাদেশের তিনটি জাতীয় দৈনিক পত্রিকার বিনোদন পৃষ্ঠায় ২০১৪ ও ২০১৬ সালের সেপ্টেম্বর মাসের প্রথম ১০ দিনে প্রকাশিত সংবাদসমূহ আধেয় বিশ্লেষণ পদ্ধতি ব্যবহার করে বাংলাদেশি ও বিদেশি বিনোদন ও সাংস্কৃতিক সংবাদসমূহের পরিমাণগত তুলনা করা হয়েছে। একইসাথে, ভারতীয় বিনোদন সংবাদ এবং অন্যান্য আন্তর্জাতিক বিনোদন সংবাদের পরিমাণগত তুলনাও করা হয়েছে। গবেষণার ফলাফলে দেখা যায়, বাংলাদেশের জাতীয় দৈনিকসমূহের বিনোদন পাতায় বাংলাদেশি বিনোদনমূলক সংবাদের পরিমাণ দিন দিন বৃদ্ধি পাচ্ছে। অন্যদিকে, আন্তর্জাতিক বিনোদন সংবাদসমূহের ক্ষেত্রে অন্যান্য দেশের তুলনায় ভারতীয় বিনোদন সংবাদগুলোই বেশি প্রকাশিত হচ্ছে।]