



THESIS

On

**INDIAN YOUTH'S PERCEPTION OF INDIAN MEDIA'S NEWS
COVERAGE OF RECIPROCAL TARIFFS IMPOSED BY THE U.S. ON
INDIA**

SUBMITTED FOR THE AWARD OF THE DEGREE OF

Bachelor of Arts in Journalism

by

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DECLARATION OF ORIGINALITY

I, Shrisha Bhardwaj, hereby declare that my research paper on the topic “**INDIAN YOUTH’S PERCEPTION OF INDIAN MEDIA’S NEWS COVERAGE OF RECIPROCAL TARIFFS IMPOSED BY THE U.S. ON INDIA**” is an original work done by the researcher. The research has not received any kind of funding from any agent or institution.

All the ethical guidelines have been followed and wherever required the sources have been acknowledged. I further reaffirm that the paper has not been published yet.

APPROVAL FOR RESEARCH

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This is to certify that the thesis “INDIAN YOUTH’S PERCEPTION OF INDIAN MEDIA’S NEWS COVERAGE OF RECIPROCAL TARIFFS IMPOSED BY THE U.S. ON INDIA” submitted to Dr. Nidhi Singhal, faculty, Department of Journalism, Delhi College of Arts & Commerce, university of Delhi, in partial fulfilment of the requirements for the award of the **Bachelor’s of Arts in Journalism**, is an original work carried out by Ms. Shrisha Bhardwaj.

This research was undertaken under my supervision and guidance, and to the best of my knowledge, the thesis has not been submitted for the award of any degree, diploma, associateship, fellowship or any other similar title at any university or institution in India or Abroad.

Date - 21 April, 2025

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ACKNOWLEDGMENTS

First and foremost, I bow my head in gratitude to the Almighty, whose divine grace has granted me the strength, perseverance, and wisdom to undertake and complete this research work.

I take this opportunity to express my deepest sense of respect and sincere gratitude to Dr. Nidhi Singhal, my esteemed supervisor, for her scholarly guidance, insightful suggestions, and continuous encouragement throughout the course of this research. Her valuable feedback and unwavering support have played a pivotal role in shaping the direction and quality of this study.

I extend my heartfelt thanks to Dr. Neha Jhingala, Head of the Department, for her academic leadership, constant motivation, and for fostering an environment of learning and research within the department.

I am also profoundly grateful to Dr. Rajiv Chopra, Principal, Delhi College of Arts and Commerce, University of Delhi, for providing the institutional support and infrastructure that made this research endeavor possible.

I would like to acknowledge the faculty members, administrative staff, and fellow students of Delhi College of Arts and Commerce, for their cooperation and moral support during the completion of my work.

Lastly, I extend my special thanks to my family and well-wishers whose unwavering faith, patience, and emotional support have been my greatest strength throughout this journey.

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ABSTRACT

This research has been undertaken in order to understand the general perception of Indian Youth regarding Indian Media's coverage of news related to Reciprocal Tariffs imposed by the U.S.A on India. It attempts to recognise and evaluate the perception of Indian Youth regarding whether the coverage of Indian media is perceived by them as satisfactory, trustworthy, of good quality, accurate and fair, etc.

Since the topic of reciprocal tariffs at the time of research is a pressing issue and holds extreme importance, this research aims to establish a relationship between two important elements - media and the youth. There is limited research related to the relation between these two elements due to the ongoing and developing nature of the news. Therefore, this research seeks to add to the existing research on that related to media and reciprocal tariffs imposed by the U.S.A on India.

The research has found a significant interest and concern in the youth regarding news related to reciprocal tariffs along with other findings like awareness regarding difference in quality between the reporting of a traditional and nontraditional medium of this news.

CHAPTER 1

INTRODUCTION

Donald Trump took over as the president of the United States of America on 20 January 2025 as the 47th president of the United States and has since introduced multiple changes in his second term as the president that have had significant influence on both national and international economies and the global economy as a whole. One of the biggest impacts that has been experienced at a global level in terms of the economy can be attributed to the “reciprocal tariffs” that the Trump administration has imposed on countries that are considered major trading partners and have established bilateral trade relations with the U.S.A.

A tariff is a trade restriction or tax that is levied by a country on the goods and exports that are sent by another country to that country. A reciprocal tariff is levied in response to a similar action taken by one country on another. In an attempt to balance out trade relations, the implementation of reciprocal tariffs usually results in the other country responding by then further levying taxes and trade barriers on the country in order to protect local businesses, jobs and from adverse economic impact. This situation often leads to a back-and-forth situation between the two countries. (“What Is Reciprocal Tariff? Definition of Reciprocal Tariff, Reciprocal Tariff Meaning,” n.d.)

The reason behind implementing these reciprocal trade tariffs by the U.S. on all its major trade partners is Donald Trump’s attempt at trying to address the trade deficit that the United States of America bears. A trade deficit is the value of goods that are imported as compared to the value of goods that are exported by a particular country and the U.S. bears a trade deficit of \$1.2 Trillion. This means that the U.S. ends up importing \$1.2 Trillion worth of goods more than what it exports. (Misra, 2025)

Two sets of Tariffs were announced by the U.S. in this time - the first is a base tariff of 10% which is levied on all the trading partners of the U.S.A. which came to effect on 5th April 2025 (Lawder & Hunnicutt, 2025). The next set of tariffs are country-specific tariffs which the U.S. has called “USA discounted reciprocal tariffs” are based on how much each country is charging the USA on imports and then halving them, calling it an act of kindness on the behalf of Americans. (Misra, 2025)

In the case of India, the Trump administration has slammed a 26% tariff by halving the 52% laid by India on U.S. imports. This decision has been arrived at after changing

the initial decision to levy 27% tariffs on the country by the Trump administration. The news has hit the countries hard with speculation over adverse and problematic economic effects on them because of these reciprocal tariffs.

The idea of reciprocal tariffs goes against the WTO (World Trade Organisation) norm of allowing developing economies and countries to lay higher tariffs on other developed economies like in the example of the U.S.A and India. This is done to support indigenous businesses and local economies that are still in the developing stages. However, the recent changes introduced by the U.S.A of reciprocal tariffs to introduce “fair and balanced” trade relations violate the of developing economies to have “special and differential” treatment due to their inability to compete on a level playing field and under equal trade rules. (Misra, 2025)

1.1 Expected outcomes and impacts of these reciprocal tariffs:

Some of these expected outcomes are discussed below as suggested by several other experts and researchers:

1. Reciprocal tariffs are expected to hit mostly industries like automotive, pharmaceutical and textile that “threaten to cost India \$2.2-\$7 billion in lost export revenue and \$17.5-\$30 billion in GDP” (Atray, 2025)
2. India is expected to increase the number of goods it imports from the U.S.A in categories like defence equipment, oil and gas. However, it will also mean that the Indian rupee will fall crashingly and weaken against the U.S. dollar due to more demand for Dollars and US products in Dollars. (Misra, 2025)
3. In the long run, India can also be expected to benefit from this due to the high number of imports of US products and their reduced cost making them cheaper to buy. This would also provide India with a good opportunity to become a developed country by 2047 as one of its goals. (Misra, 2025)
4. At the same time, exports from India to the U.S. could be hit hard and take an adverse turn. Many of the industries that can be expected to be hit from this

include chemicals, metals and jewellery. This in turn is also expected to affect the local market and industries as well as initiatives like Make in India. (Misra, 2025), (Das, 2025)

5. The change that has been brought in terms of tariffs are suggested to create certain issues, specially for certain sectors and industries but many suggest that it is set to affect the U.S. the most in a negative manner. Moreover, it can also bring an opportunity to build trade relations with other countries for India and expand its market. (Misra, 2025), (Singh, 2025)

To summarise briefly, the short term impacts of these tariffs will have adverse impacts on certain sectors of Indian Industries and may also have adverse impacts on the local market and production due to high number of expected imports but in the long run, it is expected to impact the U.S. adversely.

1.2 News Coverage by Indian Media:

Due to the pressing nature of the news which is of importance not just at national but at a global level, it is being given wide and important coverage by media worldwide in order to comment upon and understand its implications on different spheres of the economy.

Indian media has also given extensive coverage to the issue - be it newspapers, television channels, radio, magazines, online websites and blogs, social media like Facebook, Twitter, YouTube, Instagram, etc. the news has spread far and wide with multiple express and even citizens expressing their concern and opinion on what lies ahead of them.

It is natural to want to explore how the new changes will affect India and what implications can be expected from the said changes on the economy and other aspects expected to be hit by it. Most News Media Channels and Mediums have carried multiple news articles and content related to this news with every latest update ready to go up and be delivered to the people. Most news mediums can be seen reflecting not just news

updates and latest developments in the series but also expert opinions on how the implications can be expected to hit the country.

The Indian Media's coverage of this news - be it through any medium - is what tends to be varying and diverse in itself. While there are many concerns and expert opinions on the adverse effect on the economy and dramatic representation of the expected outcomes, there is also another side which is balanced, factual and not extremely concerned about these "problematic outcomes" for the economy.

1.3 Youth as a demographic, its Importance and Relevance for this news:

The youth is one the most important demographics in India. The Indian youth according to the National Youth Policy are those who are counted to be in between 15 to 29 years of age. The Indian Youth is the majority that contributes to the Indian Economy and considered to be the backbone of the economy.

Thus, their perception, understanding and motivated action towards the news related to reciprocal tariffs is extremely important. If the youth is aware and willing to participate in these discussions, shaping these narratives and actively willing to find a solution to these problems which are also expected to affect them, it indicates an active and motivated as well as passionate youth.

1.4 Youth, Media Interaction and Perception:

The youth's medium of news and content consumption has changed significantly in the last couple of decades. With the onset of the internet and coming of the digital era, many tend to prefer and move towards the digital medium for its media and content consumption. Internet and online media brings unprecedented convenience and entertainment with it which interacts with the audience in engaging and active ways.

The audience becomes an active participant in the consumption and creation of content because of which everyone is also free to comment and express their opinion on anything. Citizen journalism is one of the side effects of social media and the internet

where every user is free to contribute to news and spread awareness or even give their opinion - as unprofessional or devoid of expertise it may be - on the internet.

Similarly, television news, radio news and even newspaper news has taken to the digital and internet medium to convey news. Every major brand like NDTV, India Today, The Indian Express, the Hindu, Times of India, etc. have their own websites today. They not only engage with news and roll out information through their primary mediums - TV, Radio and Physical newspapers but also through these websites and even social media.

Thus, the birth of “content writing” and news writing for the internet was seen which has now increased and expanded multifold. News access and its presentation plays a major role in how it will be understood and received by the people. With the convenience of the internet and social media, many of the youth prefer to access content and news through that.

It is not just time saving and entertaining but also comes with such differing perspectives and wide-ranging opinions that it allows the user to seek as much information and perspectives as possible. Thus, the digital medium provides much more scope for engaging with content than any traditional medium.

It is also worth understanding whether the youth trusts the information that it consumes over traditional media or whether it trusts the digital and new media more. It is also worth seeing whether the youth cares for news and information. Moreover, understanding whether the youth actually believes in the news and what is being told or whether they believe there is more to it all.

1.5 Research Gap

There is minimal to no research available that depicts a relation between media and youth in the context of news related to reciprocal tariffs while there is plenty related to the media, youth, economic reporting, etc. Thus, this study seeks to find out whether this important demographic of the country is aware of this news, interested in it, finds it exaggerating or not and how much it trusts the news that it consumes.

CHAPTER 2

REVIEW OF LITERATURE

2.1 Indian Media's Coverage of International Trade and Economic Diplomacy and Policy Making

Indian media covers a range of issues and topics in its daily routine coverage of news and it is important to understand the presentation and coverage of Indian Media's coverage of economic and diplomacy related news which is detailed in this section. It predominantly details research on criticism and observation of Indian media's coverage of economy related news.

In a study on Indian Media's stance and coverage of diplomatic matters, Rai looks at how the creation and distribution of foreign policy are influenced by Indian media. He calls out the Indian media for not delving deep into diplomatic issues, despite being an essential bridge between diplomats and the general public. Instead of in-depth reporting on long-term policies, coverage of international trade by mainstream Indian media typically concentrates on high-profile summits or pronouncements that make headlines and attract attention. The report also criticizes the media's tendency to exaggerate diplomatic issues, including disagreements over tariffs, taking away from a fair discussion rather than contributing to it. He also suggests that specific expertise in international relations and trade experts in media are needed to give a more fair and balanced coverage by the media. (Rai, 2008, 21-40)

Renowned political analyst and former Prime Minister's media advisor Baru examined how India's economic growth has changed the country's foreign policy, which is now heavily impacted by media and business interests according to their findings. Their research emphasises how Indian media in recent times actively contributes to influencing public perceptions of diplomacy rather than simply reporting on overseas events in a passive and receptive manner. Business-based and similar media platforms often support corporate interests, which may have possibilities over problems, specially in trade-related concerns which shows a shift in stance and active advocacy rather than passive reporting. However, according to their study, this practice of such media can adversely impact critical reporting and give the public an inaccurate, extremely positive impression of trade relations, especially with strong allies like the US. (Baru, 2009)

In another study related to the criticism of Indian media's coverage of trade and economic matters, Tripathi studies and explains India's efforts to negotiate its interests in the

WTO and criticizes the way the Indian media portrays these initiatives. The majority of mainstream Indian coverage, according to his study, is reactive to information and remains on the surface. He also criticises it for highly depending on official government information without independent and investigative efforts at journalistic findings. For instance, the media typically calls into action nationalist sentiments rather than examining the details and intricate aspects of the discussions when India takes a defensive position on intellectual property rights or agricultural subsidies. Tripathi concludes in this research that the public's understanding of India's complex economic diplomacy stance in important places such as the WTO is weakened by the absence of investigative and in-depth reporting. (Tripathi, 2009)

Kumari & Agarwal (2021) assessed the ways in which globalisation has changed Indian media with special focus on the years after economic liberalisation of India. One of its main findings include the fact that economic reporting has moved from a public service to a market-driven model. Indian media's coverage of economic matters and diplomacy often reflects the interests of elite stakeholders due to their growing dependency on corporate sponsorships and advertising. He suggested that the media may highlight the advantages of free trade agreements or tariff difficulties for large sectors while neglecting the concerns of small firms or farmers. He also concluded that the general public's perceptions of trade policies and international economic relations are impacted by this selective framing which is the media's prerogative. (Kumari & Agarwal, 2021)

2.2 Perception Studies Related to News Media

For the second section, Perception Studies Related to News Media, the available literature focuses upon aspects related to how the Indian audience perceives news as presented, reported and covered by Indian Media. It also talkies about the evolving media landscape that has expanded to accommodate digital platforms and understanding their requirements as well as influence of media habits, content and perceptions.

To begin with, H.Naresh Rao and Dr. B.K Ravi (2015) examined in their study how Indian viewers view the legitimacy of local news networks. According to the study, audiences are more likely to trust local channels because they provide material that is more socially and geographically relevant to them. According to their survey, this type of news is more accessible and frequently covers common issues that major or international media channels

tend to ignore. It also points towards a drawback, i.e. viewers may accuse local networks of sensationalism or flimsy reporting. Because of its emotional and contextual value, people continue to trust them despite these problems. The results indicate that familiarity, regional relevance, and accessibility all have an impact on the audience's credibility. (Rao & Ravi, 2015)

A P.hD thesis from the University of Sheffield on Journalism Studies investigates the definition and efforts made by Indian journalists to uphold "quality" in journalism. The research is based on in-depth interviews and observations from newsrooms on various media outlets. Accuracy, balance, ethical reporting, and depth of analysis are among the qualities that journalists most often connect with quality. Journalists are often forced to sacrifice these values due to commercial demands, audience ratings, and strict deadlines. The study also talks about how subjective the concept of "quality" is and how it differs depending on the kind of media, ownership structure, and editorial guidelines. The study reveals a huge conflict between market-driven objectives and journalistic integrity, which affects how news is created and how the general public views it. (Purayannur, 2018)

The next study looks at how Indian newsrooms are adapting to the growing influence of digital platforms such as Twitter, Facebook, and Google on news consumption and delivery. According to the study, which is based on interviews with Indian journalists, editorial choices are now very often impacted by what does well on social platforms, as indicated by engagement metrics, clicks, and shares. According to journalists, this puts pressure on them to give “emotionally charged” or "clickable" information over news that are more important to the general public. Furthermore, journalists said that they now find it more difficult to predict reach or visibility due to the reliance on algorithms, which affects news planning. The study comes to the conclusion that although digital platforms provide a wider audience, they also undermine editorial independence and alter the public's understanding of the most important news. (Pereira, 2021)

2.3 Media Consumption Habits of Indian Youth

For the third section, media consumption habits of the Indian Youth, the available content focuses mainly on how the media usage, access and preference pattern of the youth in India has changed, evolved and presented itself through studies. This is relevant to

understand the interaction of Indian youth and demographics with different types of media and what influences their choice for a medium.

Using the Cognitive Media Literacy Model, Nandekar and Kumar examine the media literacy levels of young people in India. The study assesses 490 students' understanding of the creation, editing, and framing of media content. The findings indicate that although young Indians use media significantly, they tend to lack a capacity to analyse. Many participants had no idea how their consumption in media is influenced by ownership, political ties, or algorithms. The study highlights the importance of developing critical thinking abilities, particularly as young people depend more and more on social media and digital platforms to obtain information. It suggests media literacy instruction or formal education to assist young people in making informed media decisions. (Nandekar & Kumar, 2019)

In 2022, Bhati and Dubey investigated the relationship between media literacy and students' capacity to critically interact with different types of media. Even while Indian students consume a lot of media, especially on digital platforms, the survey discovered that many of them have difficulty spotting bias, propaganda, or false information. It concludes that media literacy is about more than just knowing how to use media - it also consists of understanding its impact and making wise decisions. According to the report, there is a lack of formal instruction or education on critical media analysis. It also recommends that teaching media literacy in schools and colleges will enable young people to share and consume content more responsibly. (Bhati & Dubey, 2022)

The next study examined the various platforms that Indian college students utilise to consume news. It reveals a significant tendency to use digital media, with social media being the primary news source for young people. Still in use, traditional media such as newspapers and television are not the most popular ways to consume content for the target population of this study. Rather, news apps, Instagram, Twitter, and other mobile-friendly websites predominate the news consumption scenario. Convenience, real-time updates, and multimedia display were the reasons given by students for their preference for digital news. However, credibility issues and false information were also brought up. The study talks about how crucial it is for media outlets to modify their news formats in order to accommodate the preferences of younger, digitally-savvy viewers. (Oppili & Padmanabhan, 2023)

Social media and the impact of the internet is an important aspect to the study and research of this thesis. To this effect, another study seeks to find out the extent to which social media has affected Indian youth's communication, self-expression, and information consumption. According to the research by Dar and Nagrath (2023), social media sites like Facebook, YouTube, and Instagram are now major resources for news, education, and entertainment in addition to being utilised for social interaction. When it comes to current affairs, young people say they frequently rely more on their social media feeds than on TV or newspapers. The report also focuses on growing worries about diversions, mental health, echo chambers, and the propagation of fake news while at the same time, recognising advantages like more awareness and connectivity. The necessity of teenage digital literacy and balanced use is recommended in the paper. (Dar & Nagrath, 2023)

This next study was carried out in the Indian state of Haryana and provides information on how young people interact with various media. It concludes that while internet usage is increasing for communication (emails, social media) and leisure browsing, television is still the most popular medium, especially for news and entertainment in this state. In these areas, smartphones and high-speed internet access haven't completely replaced traditional media. Young people instead exhibit hybrid behaviors, using mobile phones for personalized content and TV for routine viewing. The study shows that media habits are highly contextual and region-specific, mentioning the influence of language, local content, and accessibility on consumption. (Babu, 2025)

2.4 Comparative Analysis of News Mediums

The studies under the fourth section, Comparative Analysis of News mediums are based on comparative studies of news mediums in different contexts - mediums, brands, ownership, etc. It also gives an overview to understand and establish relevance for any perceived difference in medium reliability for the study.

Apejoy in 2015 investigated how viewers take into consideration the reliability of various news sources, including newspapers, television, and social media. Television is still seen as the most credible medium because of its visual appeal and presence of well-known journalists, according to survey results from 375 respondents. Because of their thorough reporting and editorial scrutiny, newspapers are also seen as trustworthy. On the other hand,

social media is viewed cautiously because of the abundance of false information and the absence of gatekeeping, even though it is frequently used for quick news updates. The report urges responsible journalism on all platforms and highlights the importance of improving media literacy. (Apejoye, 2015)

The comparative media systems framework developed by Hallin and Mancini was used by Mushtaq and Baig in 2016 to analyse the media environment in India. It comes to the conclusion that Indian media makes use of multiple models including important aspects of political parallelism and commercialization in addition to liberal model components (freedom, little state intervention). The study shows the ways in which ownership patterns, political affiliations, and economic pressures impact journalism's quality and content across various media. The study uses the comparative method to show that India's media cannot be seen as a single, homogenous entity but rather as something that greatly varies - based on ownership, platform, area and goal, etc. (Mushtaq & Baig, 2016)

Kumar and Kumar in 2021 compared the evening programming of Times Now, India Today, and DD News (public) in this study. It discovers a huge difference between the objective and style of the information. DD News primarily provides factual news updates with little discussion or interpretation. Private stations, on the other hand, mostly use their evening hours for panel discussions, arguments and debates. The study talks about how public broadcasters tend to stick to impartial reporting, whereas private networks focus more on attracting and keeping viewers. It shows how a news channel's format and organization impact the type of content it offers as well as the opinions of its audience. (Kumar & Kumar, 2021)

Ahmad and Sahu evaluated the coverage of human rights concerns in two prominent Indian newspapers. The Hindu is known to report more frequently and in-depth, frequently utilizing multiple expert voices and in-depth analysis. Although it covers these topics as well, The Times of India usually provides briefer, more broad pieces. According to the study, journalistic philosophy and editorial ideals have a big impact on how topics like human rights are presented. While The Times of India frequently strikes a balance between serious reporting and commercial news agendas, The Hindu tends to be a more socially conscious newspaper. This comparison shows the ways in which various newspapers might influence public perception and understanding of news. (Sahu & Ahmad, 2018)

In 2021, Raj examined how two well-known newspapers, The Hindu and The Times of India, covered the repeal of Article 370. It concludes that The Hindu offered longer-form reporting, a variety of expert opinions and more critical and analytical coverage. It further talked about the diplomatic and legal ramifications of this article's repeal. In contrast, the Times of India presented very brief news reports that closely matched the government's narrative and took a more impartial or encouraging stance. The study showed how the editorial positions of media outlets can lead to diverse and divided depictions of the same political event, thereby influencing reader opinion. (Raj, 2021)

2.5 Media Bias, Sensationalism, and Misinformation

This section deals with research related to the presence of media sensationalism, bias and misinformation which tend to influence the perception and reception of news by a particular audience. It focuses on how people get influenced by these factors and how susceptible they are to falling prey to such kinds of information, news and content

This first essay examined how different Indian media outlets report on significant policy events like farmer demonstrations, demonetisation, and the launch of GST. It discovers that the perceived ideological bias of the media outlet greatly affects the tone, amount of coverage, and framing. For example, some media tend to take a more critical tone, while others prefer official narratives. The study also talks about how policy making and public opinion can be influenced by selective coverage. It talks about the importance of impartial reporting and the role that media literacy plays in allowing viewers to spot bias in news reporting. (Sen et al., 2022)

This study examines the spread of false information on Indian social media sites and the necessity of appropriate regulatory action. It talks about how political polarisation, the virality of emotional material and a lack of computer literacy - all contribute to the spread of fake news. It suggests that there should be cooperation between the government, internet companies, and civil society in order to enforce regulation. It also criticises the current moderation efforts made by Facebook and WhatsApp. To address this growing issue, the

authors suggest increasing openness, putting AI-driven monitoring into place, and starting media literacy initiatives. (Madan, 2022)

The next study's aim was to find out how aware and vulnerable Indian people are to fake news. The authors polls them on social media sites like Facebook, Twitter, and WhatsApp. The results show that although most users are aware that false information is common, they do not have the resources to verify its accuracy before sharing it. The study also shows educational and generational differences in digital literacy. It promotes the inclusion of critical thinking related education in school curricula and talks about the function of fact-checking websites. The study concludes that user education must be combined with technological solutions for them to be successful (Pandey et al., 2023)

CHAPTER 3

OBJECTIVES OF THE RESEARCH

1. To find out if the Indian youth is interested and concerned about the news of reciprocal tariffs imposed by the US on India due to its coverage by Indian media.
2. To explore whether the Indian youth perceives Indian media's news coverage of reciprocal tariffs imposed by the United States of America to be fair and accurate or misleading.
3. To find out if the Indian youth perceives a difference in the quality of news coverage of reciprocal tariffs imposed by the US on India between the traditional and nontraditional mediums.
4. To find out if the Indian youth's interest and concern in the news of reciprocal tariffs imposed by the US on India is influenced by the presentation factors of their preferred news medium (India).
5. To find out if the youth suspects exaggerated news presentation of the reciprocal tariffs imposed by the US on India by Indian Media

CHAPTER 4

HYPOTHESES FOR THE RESEARCH

H1: The Indian Youth perceives the coverage of news related to Reciprocal Tariffs as done by the Indian Media to be trustworthy

H2: The Indian Youth perceives the coverage of news related to Reciprocal Tariffs as done by the Indian Media to be untrustworthy

H3: The Indian Youth perceives the coverage of news related to Reciprocal Tariffs as done by the Indian Media to be neither trustworthy nor untrustworthy

CHAPTER 5

RESEARCH METHODOLOGY FOR THIS RESEARCH

For the purpose of this research, the survey method has been employed in order to find satisfactory and justifiable findings through research. The survey consists of a questionnaire that seeks to find answers to research problems that pertain to this particular research and fulfil the objectives of this research.

5.1 Data Collection Method

For the purpose of collecting data relevant to the research, an online survey has been conducted through a google form which was regulated freely in order to collect responses. The online medium was chosen because of its ability to attract free and unbiased opinions in terms of the people it reaches.

The survey form started with a disclaimer and reassurance to keep the respondent's data secure and safe, it continues to collect some basic demographic information related to the respondent like name, age, occupation, etc, the form then continues to detail a few questions that are relevant to the research.

5.2 Target Population

The focus of this study is on the Indian Youth i.e. people between the age of 15 to 29 years. This may include from any background, sex, profession, economic status, etc. The main requirement for the target population is for it to lie between the specified age group and for them to belong to Indian Nationality.

5.3 Sampling

The survey has been conducted on a sample population of 111 people that qualified to fall in the category and met the above mentioned parameters to qualify for the target population for research.

However, it is important to note that of these 111 responses, 28 responses had to be rejected for not meeting the criteria that is necessary to arrive at justifiable findings for this research.

The exclusion criteria thus arrived at was the requirement for the respondent to be aware of the news related to Reciprocal Tariffs as imposed by the U.S.A on India. Thus, the final findings have been arrived at with the use of 83 responses collected and valid for research.

5.4 Data Analysis Method

For the purpose of analysing the data present, the software SPSS (Statistical Package for the Social Sciences) is used.

CHAPTER 6

DATA INTERPRETATION AND ANALYSIS

This Chapter is divided into five sections: First section discusses the Interest and Concern of the Youth in news related to Reciprocal Tariffs Imposed by the U.S.A on India, Second section of this Chapter focuses on Youth's perception of accuracy and fairness in reporting of Indian Media on news related to Reciprocal Tariffs, Third section talks about the youth's perception of difference in quality between the traditional and nontraditional medium, Fourth section details the data related to the influence of presentation factors on youth's interest and concern in news related to Reciprocal tariffs and the Fifth section talks about the youth's perception of exaggeration in news presentation of news related to reciprocal tariffs as reported by Indian Media.

6.1 Interest and Concern of the Youth in news related to Reciprocal Tariffs Imposed by the U.S.A on India

Interest and concern regarding a certain news may be dependent on various factors such as attitude, access, media consumption habits, trust in news, etc. It can also depend on the type of news that is taken into consideration. For example, the concerned news for this research taken into consideration falls in the Global, Economy, Trade, etc. category. Many users may not prefer to watch or keep track of such news due to lack of interest in these fields. It may also be due to unpredictable and personal reasons, for example, “not liking the U.S.A”, etc.

Table 6.1.1(a) and Figure 6.1.1(a) show the interest that the youth has in getting further updates on this particular news story. The table indicates that out of 83 people, 40 are moderately interested in further getting updates which also form the majority of people

(48.2%) which is followed by 22 people who are extremely interested, accounting for around 26.5% followed by 15 who are neutral, meaning that they are neither interested, nor disinterested, 5 who are slightly interested and 1 person who is not interested at all in getting further updates on this news.

Table 6.1.1(a)

Interest in getting further updates on news related to Reciprocal tariffs by U.S. on India

		Interest			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely	22	26.5	26.5	26.5
	Moderately	40	48.2	48.2	74.7
	Neutral	15	18.1	18.1	92.8
	Slightly	5	6.0	6.0	98.8
	Not at all	1	1.2	1.2	100.0
	Total	83	100.0	100.0	

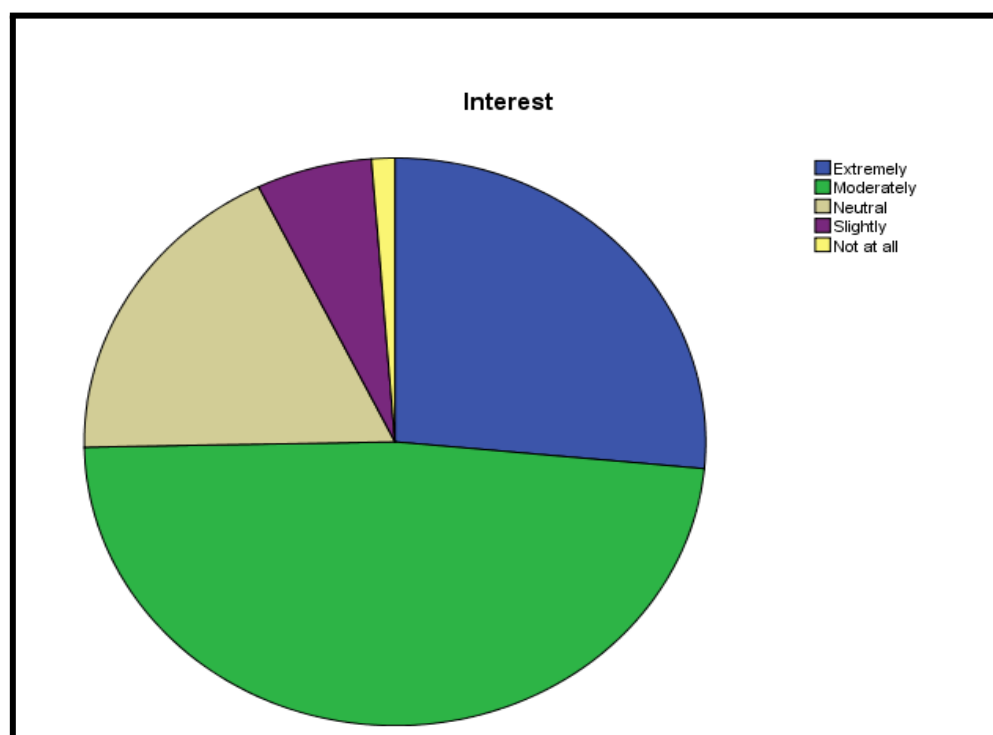


Figure 6.1.1(a)

Interest in getting further updates on news related to Reciprocal tariffs by U.S. on India

Similarly, the concern regarding the news can also be dependent on various factors including many from above. At the same time, it can also be attributed to media presentation, treatment of news by media accessed by the youth, preference and placement of news in depiction and presentation.

Table 6.1.2(a) and Figure 6.1.2(a) show the concern that the respondents have regarding the impacts of this news. It shows that out of 83 people, 37 people are moderately concerned about the impacts of this news which also form the majority of 44.6% while 24 people are extremely concerned about the impacts which account for 28.9% of the collected responses. This is followed by 18 people who are neither concerned, nor unconcerned, 3 that are slightly concerned and 1 person who is not concerned at all.

Table 6.1.2(a)
Concern regarding impacts of this news
Concern

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely	24	28.9	28.9	28.9
	Moderately	37	44.6	44.6	73.5
	Neutral	18	21.7	21.7	95.2
	Slightly	3	3.6	3.6	98.8
	Not at all	1	1.2	1.2	100.0
	Total	83	100.0	100.0	

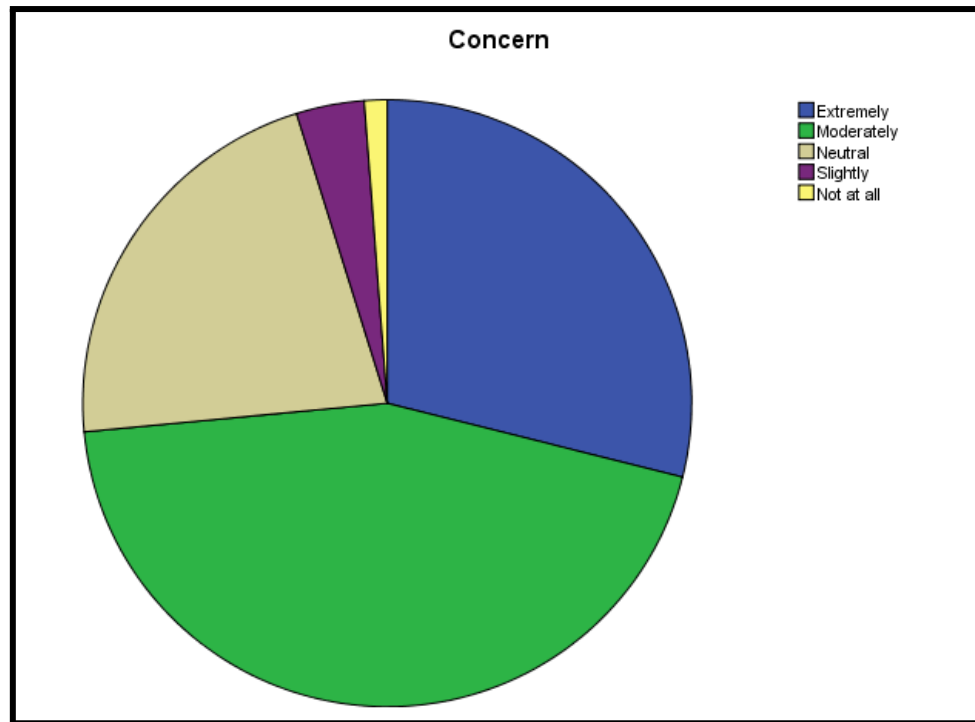


Figure 6.1.2(a)
Concern regarding impacts of this news

6.2 Youth's perception of News related to Reciprocal Tariffs reported by Media to be fair and accurate or misleading

The youth's perception regarding a certain news being presented fairly and accurately or in a misleading manner can also depend on multiple factors. In the day and age of the internet, information can be accessed through multiple sources and can be easily compared and contrasted with what one is being told by other mediums and platforms. Thus, information is easy to not just come by but also to be cross checked and compared. Thus, the audience becomes an active analyser of data and facts that are shown to them and don't tend to easily trust what is being shown on a single medium.

Table 6.2.1(a) and Figure 6.2.1(a) show how the youth perceives the depiction of news - fair and accurate or misleading.

Table 6.2.1(a)
Opinion on whether news presented on reciprocal tariffs is accurate or misleading
Misleading

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Severely misleading	4	4.8	4.8	4.8
	somewhat misleading	39	47.0	47.0	51.8
	Neutral	33	39.8	39.8	91.6
	Mostly Accurate	6	7.2	7.2	98.8
	Highly accurate	1	1.2	1.2	100.0
	Total	83	100.0	100.0	

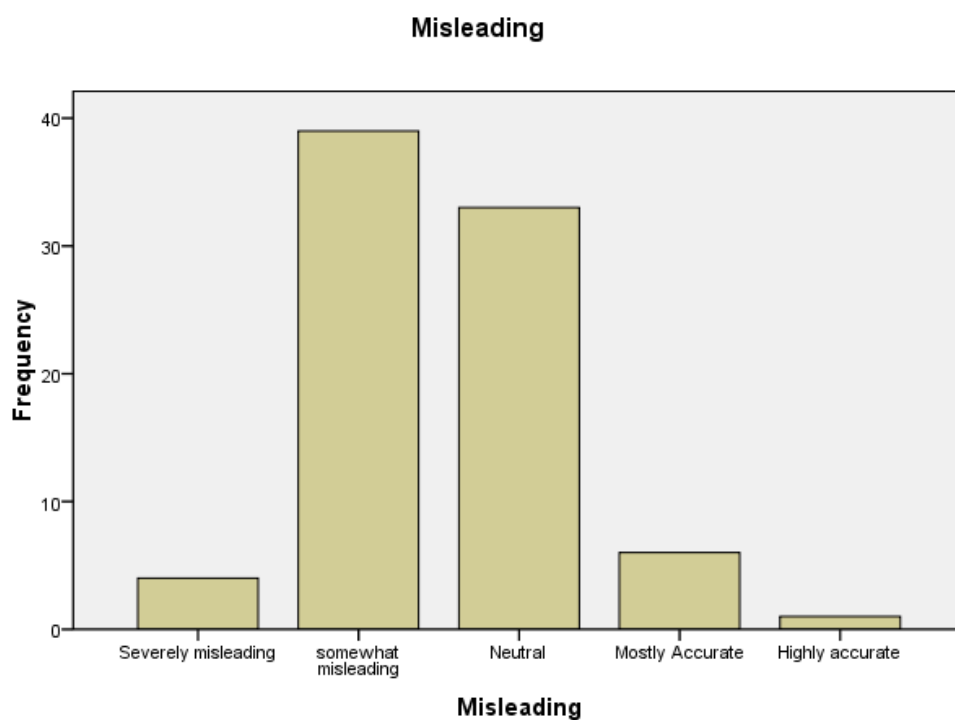


Figure 6.2.1(a)

News presented on reciprocal tariffs is accurate or misleading

The table and bar chart depict that out of 83 people, 39 find the reporting of Indian Media on news related to reciprocal tariffs to be somewhat misleading which forms a majority of 47%, followed by 33 people who find it neither misleading, nor accurate, 6 people who mostly find the reporting accurate, 4 that find it severely misleading and 1 person who finds it to be highly accurate.

6.3 Youth's Perception of Difference in Quality of News as Reported by Traditional and Nontraditional Media

To understand the perceived difference in the quality of reporting between different media as understood by the youth, it is first important to understand the preferred medium of the youth between traditional and nontraditional mediums. Table 6.3.1(a) and Figure 6.3.1(a) show the preferred mediums of the youth.

The table indicates that out of 83 respondents, 44 prefer the non-traditional medium to consume news that forms a majority of 53% of the sample population, followed by 16 people who prefer the traditional medium that form 19.3% of the total respondents, 11 who can refer to any of the mediums - traditional or nontraditional which account for the exact same number of people who prefer both mediums to consume news. There is also a single respondent that prefers neither the traditional nor the nontraditional medium to consume news.

Thus, this shows that a majority of the youth has shifted to the non-traditional mediums which include websites, social media, blogs, videos, podcasts, etc.

Table 6.3.1(a)

Preferred medium of youth to consume news

		Medium			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Traditional	16	19.3	19.3	19.3
	Non-Traditional	44	53.0	53.0	72.3
	Any	11	13.3	13.3	85.5
	None	1	1.2	1.2	86.7
	Both	11	13.3	13.3	100.0
	Total	83	100.0	100.0	

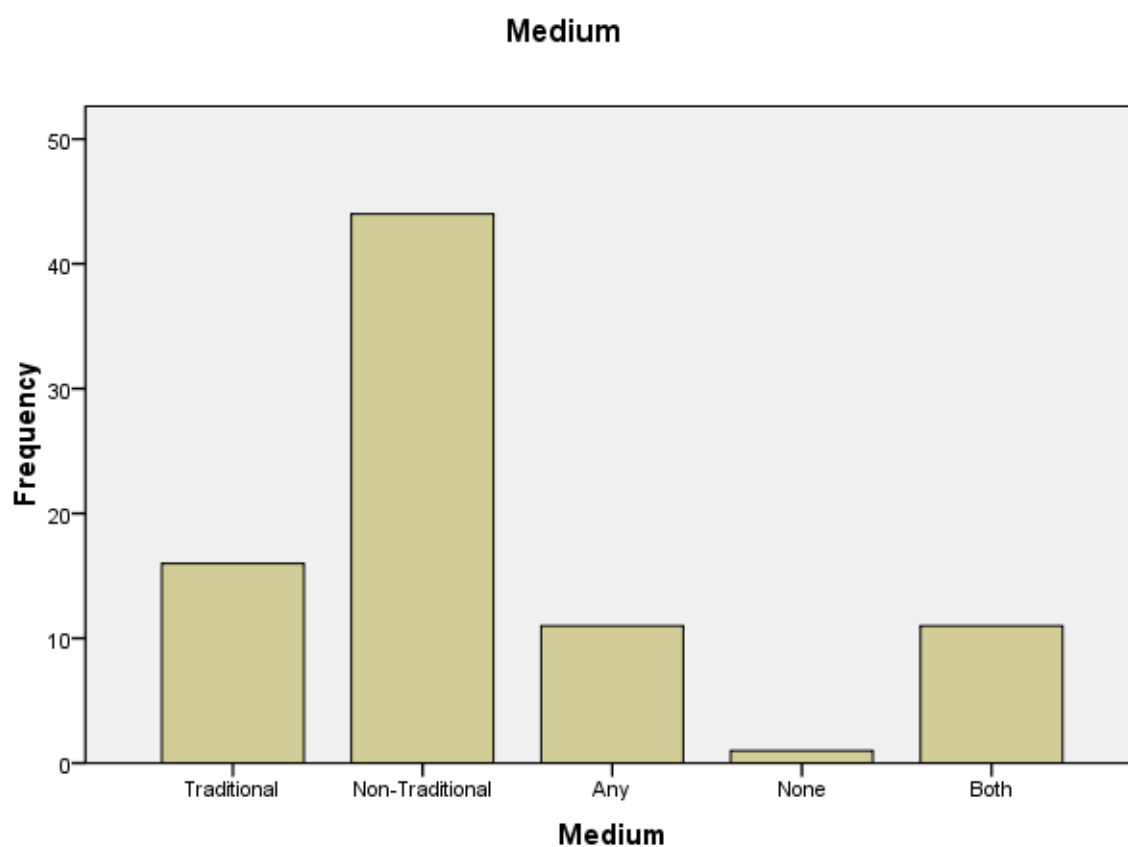


Figure 6.3.1(a)

Preferred medium of youth to consume news

To understand the youth's perception of the difference in quality of reporting between the traditional and nontraditional medium, table 6.3.2(a) and Figure 6.3.2(a) are shown

Table 6.3.2(a)

Youth's perception on difference in the quality between traditional and nontraditional mediums' reporting

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strong difference	20	24.1	24.1	24.1
Considerable difference	46	55.4	55.4	79.5
Moderate difference	10	12.0	12.0	91.6
Slight difference	6	7.2	7.2	98.8
No difference	1	1.2	1.2	100.0
Total	83	100.0	100.0	

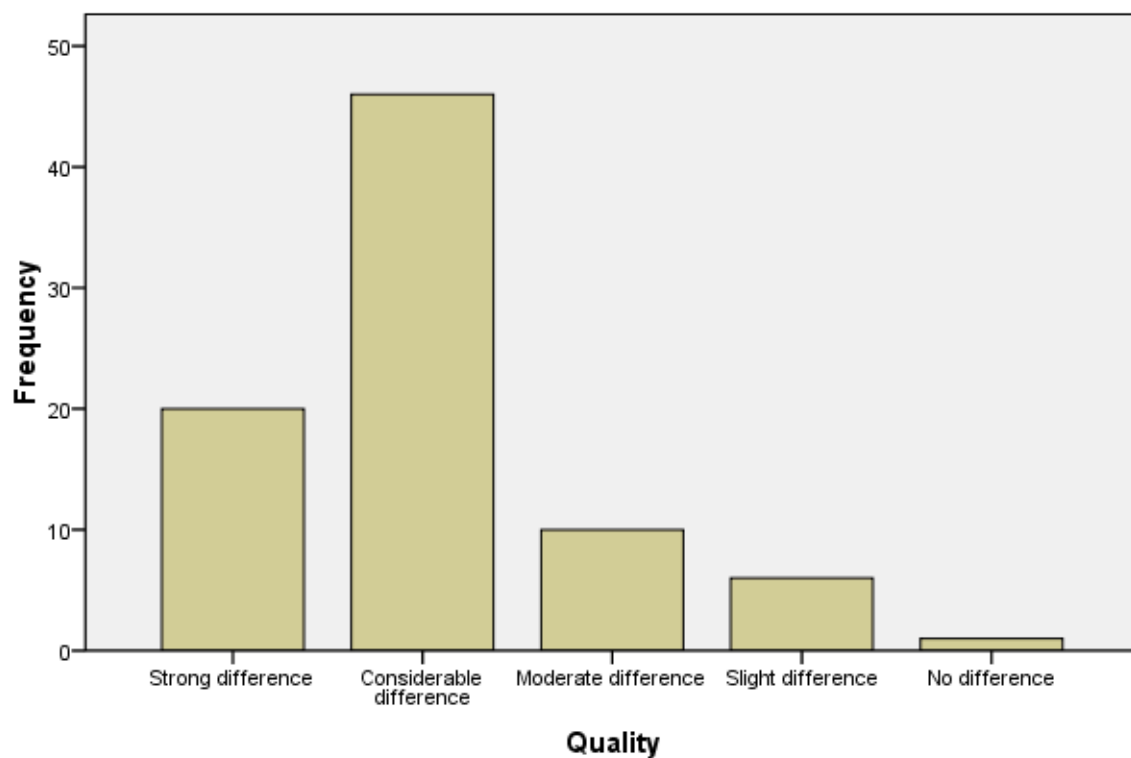


Figure 6.3.2(a)

Youth's perception on difference in the quality between traditional and nontraditional mediums' reporting

The table and Figure indicate that 46 people out of 83 believe there is a considerable difference in the quality of reporting between a traditional and nontraditional medium forming the majority of 55.4% respondents. It is followed by 20 people who further believe there to be a strong difference in quality, 10 who find moderate difference, 6 who find slight difference and 1 person who finds no difference in reporting at all.

Table 6.3.3(a) and Figure 6.3.3(a) further show data that can help in understanding the interrelation between preferred medium and the perceived difference in quality. The table indicates that there are 24 out of 83 respondents who prefer the nontraditional medium and perceive a considerable difference in the quality of news reporting between the two mediums, followed by 9 nontraditional preferences that find a strong difference - same as 9 traditional preferences who perceive a strong difference, followed by 7 nontraditional preferences that find a moderate difference, 4 traditional ones with considerable difference, 3 non traditional ones with slight difference, 2 traditional ones with slight differences and 1 traditional with no difference at all.

Table 6.3.3(a)
Interrelation between preferred medium and perceived difference in quality

Count		Medium					Total
		Traditional	Non-Traditional	Any	None	Both	
Quality	Strong difference	9	9	2	0	0	20
	Considerable difference	4	24	8	1	9	46
	Moderate difference	1	7	0	0	2	10
	Slight difference	2	3	1	0	0	6
	No difference	0	1	0	0	0	1
Total		16	44	11	1	11	83

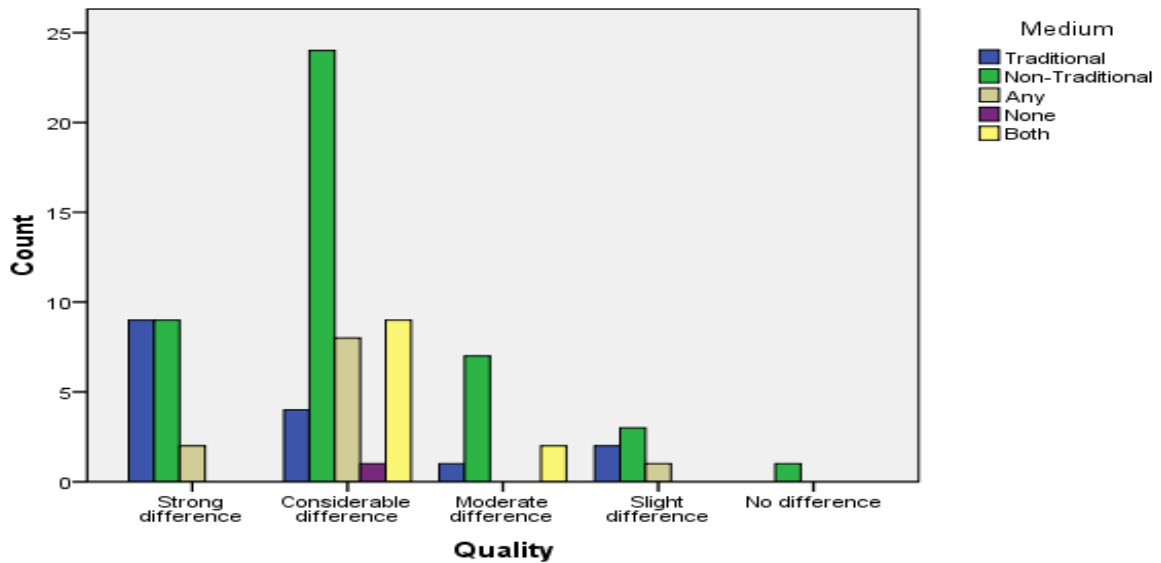


Figure 6.3.3(a)
Interrelation between preferred medium and perceived difference in quality

6.4 the Impact of Presentation of News on the Interest and Concern of the Youth for news related to Reciprocal Tariffs Imposed by U.S. on India

News presentation and style adds to the appeals and aesthetic of the news story which tend to also influence the way it is received or even accessed to begin with. Many presentation factors play a huge role in how willing the audience/consumer is to actually access and consume the news.

Many of these factors may include Headlines, Fonts and Design, Images, Sound Effects, Graphics, Tone, Voice. To understand the impact of such factors on how the news related to Reciprocal Tariffs imposed by the U.S.A on India, one can look at how the youth perceives and prefers these factors in terms of their influence on how interested the youth is in any given news.

Table 6.4.1(a) and Figure 6.4.1(a) depict how strongly these factors influence the youth's interest in news.

Table 6.4.1(a)
Influence of presentation on interest in news

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely	33	39.8	39.8	39.8
	Moderately	35	42.2	42.2	81.9
	Neutral	9	10.8	10.8	92.8
	Slightly	6	7.2	7.2	100.0
	Total	83	100.0	100.0	

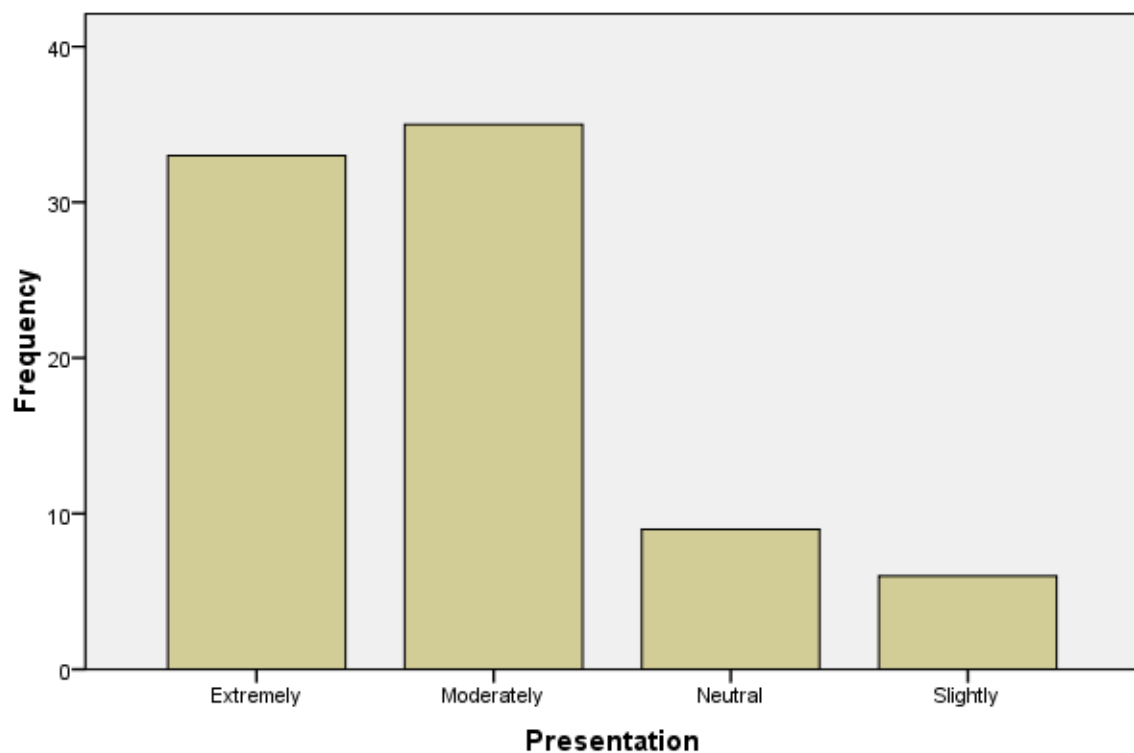


Figure 6.4.1(a)
Influence of presentation on interest in news

The table depicts that 35 out of 83 respondents which account for 42.2% of the respondents are moderately influenced by the presentation factors, closely followed by people who are extremely influenced by such factors that account for 33 (39.8%) of the respondents, 9 who are neither influenced nor not influenced and 6 who are slightly influenced by presentation. It is also worth noting that there are none who are not influenced at all by these factors in news presentation.

To further enhance this interpretation in the context of news related to reciprocal tariffs imposed by the U.S.A on India, one can look at an interrelation of the interest shown by respondents in this news and the degree of their interest that is influenced by presentation factors. Table 6.4.2(a) and Figure 6.4.2(a) depict this data.

The table depicts that 17 out of 83 respondents are moderately influenced by presentation factors and are moderately interested in news related to reciprocal tariffs, followed by 15 who are extremely influenced by presentation and moderately interested in this news, 11 who are extremely influenced and extremely interested, 8 who are Extremely interested in this news but moderately influenced by presentation factors, 7 who are moderately influenced by presentation factors but neither interested nor disinterested in this news, 6 who are extremely influenced by presentation but neither disinterested nor interested in this news, 3 who are moderately influenced by presentation and are slightly interested in this news and 1 who is extremely influenced by presentation but not interested in this news at all.

Thus, a significant number of people are both interested in this news and are also influenced by how news is presented on whatever medium they prefer to consume it.

Table 6.4.2(a)
Interrelation between interest in news on reciprocal tariffs and influence of presentation factors

Count		Presentation				Total
		Extremely	Moderately	Neutral	Slightly	
Interest	Extremely	11	8	2	1	22
	Moderately	15	17	4	4	40
	Neutral	6	7	1	1	15
	Slightly	0	3	2	0	5
	Not at all	1	0	0	0	1
Total		33	35	9	6	83

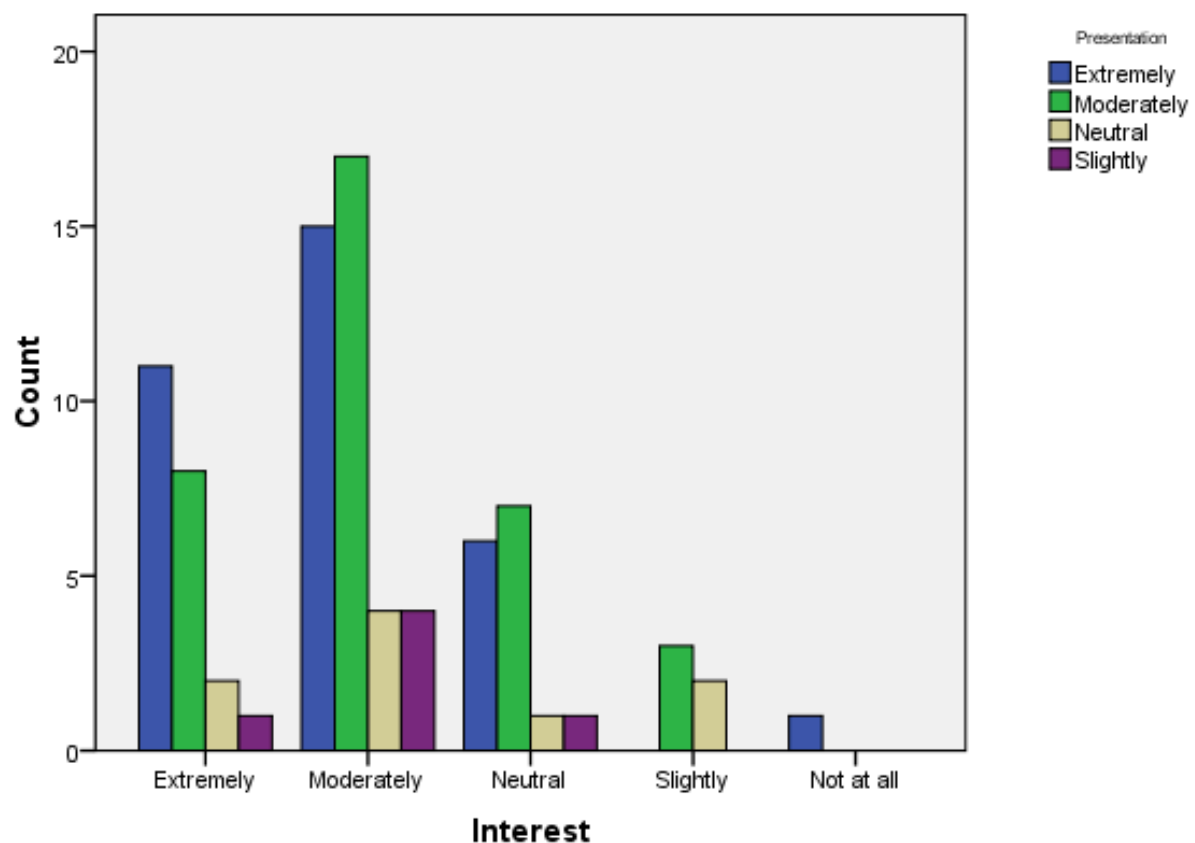


Figure 6.4.2(a)
Interrelation between interest in news on reciprocal tariffs and influence of presentation factors

A similar case can be made for understanding the interrelation between the concern regarding impacts of this news and influence of presentation factors on interest in news. Table 6.4.3(a) and Figure 6.4.3(a) depict the data for the same.

Table 6.4.3 (a)
Interrelation between concern about impacts of this news and influence of presentation factors on interest in news

Count		Presentation				Total
		Extremely	Moderately	Neutral	Slightly	
Concern	Extremely	12	8	4	0	24
	Moderately	12	19	3	3	37
	Neutral	7	8	1	2	18
	Slightly	1	0	1	1	3
	Not at all	1	0	0	0	1
Total		33	35	9	6	83

The table depicts that 19 people moderately influenced by presentation factors of news are also moderately concerned about the impacts of this particular news, followed by 12 people who are extremely influenced and extremely concerned, same as 12 people who are extremely influenced by presentation but moderately concerned about the impacts of this news, 8 who are moderately influenced but extremely concerned, same as 8 who are moderately influenced but neither concerned nor unconcerned, 7 who are extremely influenced by presentation but neither concerned nor unconcerned about the impacts, 1 who is extremely influenced but only slightly concerned and 1 who is extremely influenced but not concerned at all.

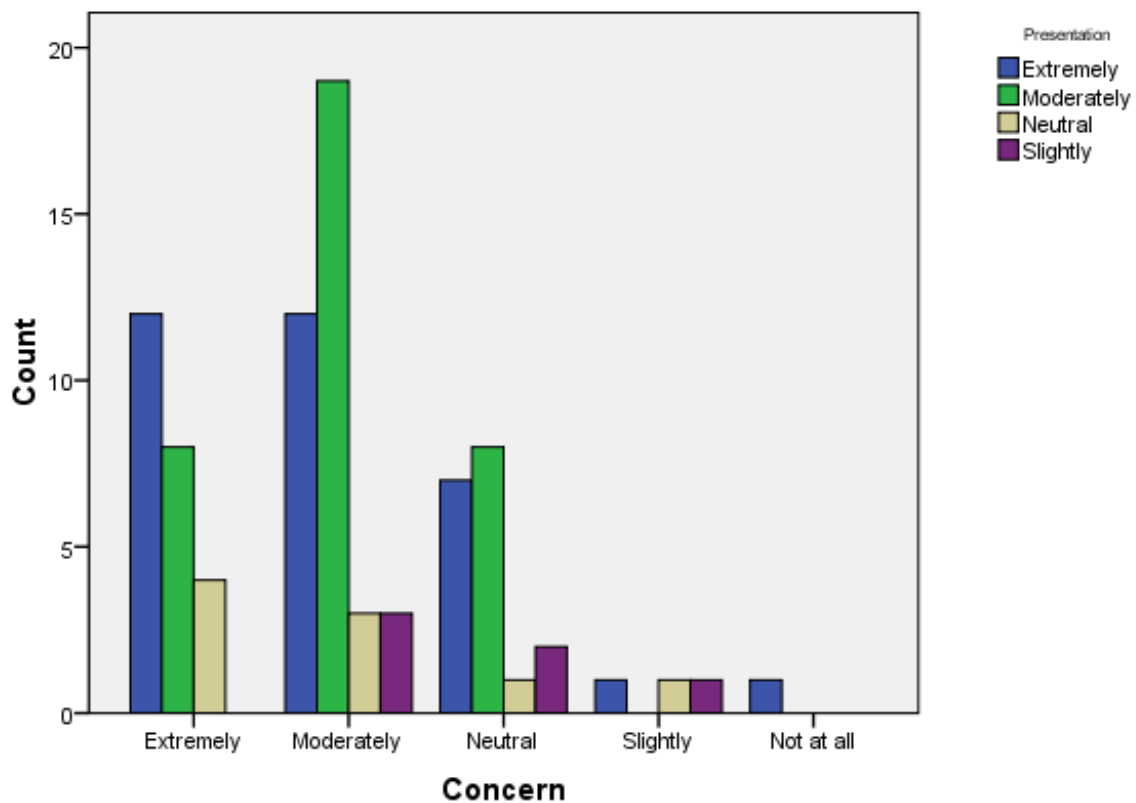


Figure 6.4.3 (a)
Interrelation between concern about impacts of this news and influence of presentation factors on interest in news

6.5 Youth's perception of exaggeration of news facts by Indian Media while presenting the news related to Reciprocal Tariffs imposed by the U.S.A on India

Exaggeration means that something is blown out of proportion for what it really stands to depict or represent. In media, news and journalism, exaggeration and “overhyping” of news comes very close to the idea of sensationalism which is an unethical practice.

To understand the youth's perception of how exaggerated they feel the news related to Reciprocal Tariffs as reported by Indian Media is, one can refer to table 6.5.1(a) and Figure 6.5.1(a). The table depicts that 30 people out of 83 that form 36.1% of the sample population

feel like this news is neither exaggerated nor understated, followed by 20 who feel that it is exaggerated, 15 who can't comment on whether it is exaggerated or understated, 8 who feel like it is understated, 6 who feel like it is severely understated and 4 who feel like it is severely exaggerated.

Table 6.5.1 (a)
Youth's perception of exaggeration of news related to reciprocal tariffs

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Severely exaggerated	4	4.8	4.8	4.8
Exaggerated	20	24.1	24.1	28.9
Neutral	30	36.1	36.1	65.1
Understated	8	9.6	9.6	74.7
Severely understated	6	7.2	7.2	81.9
Cant say	15	18.1	18.1	100.0
Total	83	100.0	100.0	

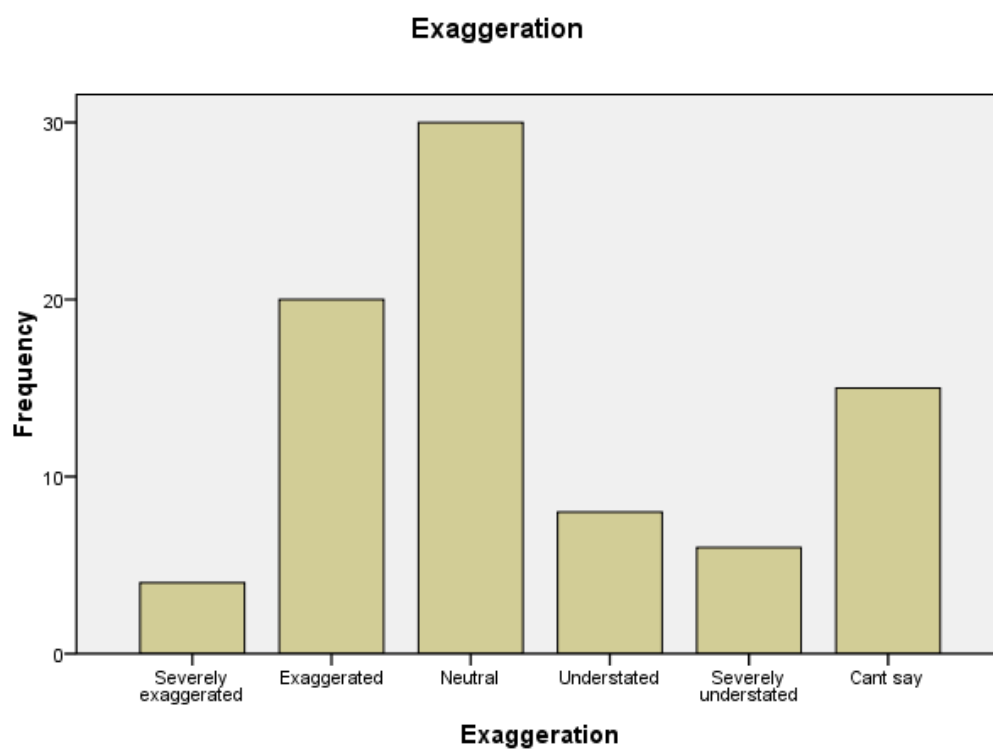


Figure 6.5.1 (a)
Youth's perception of exaggeration of news related to reciprocal tariffs

CHAPTER 7

RESULT AND FINDINGS

7.1 Hypothesis Testing

In order to understand which hypothesis out of the ones proposed, stand true for the findings, a chi-square test was conducted to examine the relationship between respondents' trust in media and their perception of the quality of news coverage given to this particular news.

Table 7.1.1(a) reveals the data received from crosstab. This data shows that of people who rated the coverage to be excellent, 50% expressed high trust (30% expressed strong trust and 20% expressed moderate trust), followed by 40% people who expressed neutral trust with a good rating for coverage and 33.3% who moderately trust the media with a good coverage rating. In the neutral rating for coverage, 51.9% expressed neutral trust, followed by 25.9% with moderate trust and only 3.7% in strong trust. This shows a clear pattern of respondents tending to trust media coverage more when they perceive it to be excellent or good.

Table 7.1.1(a)
Crosstab between trust in media and rating for coverage

			Trust					Total
			Strongly	Moderately	Neutral	Slightly	Not at all	
Coverage	Excellent	Expected Count	.7	2.9	4.3	1.4	.6	10.0
		% within Coverage	30.0%	20.0%	40.0%	10.0%	.0%	100.0%
	Good	Expected Count	3.3	13.0	19.5	6.5	2.7	45.0
		% within Coverage	4.4%	33.3%	40.0%	15.6%	6.7%	100.0%
	Neutral	Expected Count	2.0	7.8	11.7	3.9	1.6	27.0
		% within Coverage	3.7%	25.9%	51.9%	11.1%	7.4%	100.0%
	Poor	Expected Count	.1	.3	.4	.1	.1	1.0
		% within Coverage	.0%	.0%	.0%	100.0%	.0%	100.0%
Total		Expected Count	6.0	24.0	36.0	12.0	5.0	83.0
		% within Coverage	7.2%	28.9%	43.4%	14.5%	6.0%	100.0%

Table 7.1.2(a) depicts the chi-square test results. The data yields a non-significant result to show significant association between how respondents perceive media coverage and how much they trust the media. This is because $p = 0.174$ which is greater than 0.5.

Moreover, it is also supported by data from table 7.1.1(a) which shows that the most frequent response across both trust and coverage was neutral (51.9%). Even people who rated coverage to be excellent or good (40% each), expressed only neutral trust in media coverage. Thus, there is a dominance towards “neutral trust” in media that is supported by statistical results which are non-significant.

Table 7.1.2(a)
Chi-Square test results

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.393 ^a	12	.174
Likelihood Ratio	11.965	12	.448
Linear-by-Linear Association	3.001	1	.083
N of Valid Cases	83		

a. 15 cells (75.0%) have expected count less than 5. The minimum expected count is .06.

Thus, it can be concluded from the above results and data that the third hypothesis, “The Indian Youth perceives the coverage of news related to Reciprocal Tariffs as done by the Indian Media to be neither trustworthy nor untrustworthy” stands true for this research.

7.2 Findings

From the above mentioned data in analysis and interpretation, it was found out that a majority of the youth is interested in getting further updates on news related to Reciprocal tariffs Imposed by the U.S.A on India, which accounted for 74.7% (62 out of 83) of the entire sample population. Thus, a majority of the youth is interested in news related to Reciprocal Tariffs imposed by the U.S.A on India.

When it came to expressing concern, 61 out of 83 respondents also showed concern regarding the impacts of this news which accounted for 73.5% of the entire sample population. Thus, a majority is also concerned regarding the impacts of this news.

Furthermore, it was found out that a majority of the sample population (51.8%) finds news related to reciprocal tariffs to be misleading, which was responded to by 43 respondents out of 83. This was followed by a second majority of 33 respondents out of 83 who account for 39.8% of the sample population who find the news coverage related to this topic to be neutral.

When it comes to the preferred medium to consume news, a majority of 44 out of 83 respondents that account for 53% of the sample population preferred the non-traditional medium for news consumption. This was followed by 16 people (19.3%) who prefer the traditional medium and 11 people each who prefer either or both of the mediums to consume news.

For difference perceived between the quality of reporting as done by a traditional and nontraditional medium, 46 out of 83 respondents (55.4%) expressed considerable difference between the two mediums, forming a majority followed by 24.1% who perceive a strong difference, 12% who perceive a moderate difference and 7% who perceive slight difference. This data shows an overwhelming amount of responses with 98% of the sample population perceiving a difference in the quality of reporting between a traditional and nontraditional medium.

Furthermore, a majority of 43 out of 44 respondents (97.7%) who prefer the nontraditional medium of the sample population, showed a perception of difference in the

quality of reporting as done between a traditional and a non traditional medium. In contrast to this, all of the respondents who prefer the traditional medium (16 respondents or 100%) showed a perceived difference in the quality of reporting.

It was also found out that 35 out of 83 respondents are moderately influenced by presentation factors followed by 33 who are extremely influenced by presentation factors, 9 who are neither influenced, nor unaffected and 6 who are slightly influenced by presentation factors. It is also notable that there is no respondent who is not influenced by presentation at all.

Furthermore, 36 out of 83 respondents who are influenced by presentation factors are moderately interested in this news, followed by 20 who are extremely interested in this news and 3 who are slightly interested in this news. This accounts for 59 out of 83 (71%) respondents who are influenced by presentation factors that are interested in getting updates on this news.

It was also found out that 20 out of 83 respondents who are influenced by presentation factors are extremely concerned about the impacts of this news, followed by 34 who are moderately concerned about this news and 2 who are slightly concerned about the impacts of this news. This accounts for 56 out of 83 respondents (67.4%) who are influenced by presentation factors that are concerned about the impacts of this news.

Furthermore, 30 out of 83 respondents feel like the news related to reciprocal tariffs has been reported upon neutrally by Indian media, followed by 20 who feel like it has been exaggerated, 4 who feel like it has been extremely exaggerated, 8 who feel like it is understated, 6 who feel like it is severely understated and 15 who cant say anything in this

respect. This accounts for 36.1% who perceive it to be neutral, 28.9% who perceive it to be exaggerated and 16.8% who perceive it to be understated. There is also 18.1% who can't comment on this matter.

CHAPTER 8

CONCLUSIONS AND LIMITATIONS

8.1 Conclusions

Based on the data present, its analysis, findings and results, it was found out that when it comes to media coverage, a majority of the Youth tends to neither trust nor distrust it. It tends to avoid taking any particular sides and avoids talking in extremes. It prefers to stay neutral in terms of how much it trusts the coverage of media on news related to Reciprocal Tariffs imposed by the U.S.A on India

It was also found out that a majority of the youth is both interested in getting further updates on news related to Reciprocal Tariffs and is also concerned about the impacts of this news.

Furthermore, the findings also suggest that the youth is not sitting without suspicion or a passive consumer of news. It shows that a majority of the youth found the news related to reciprocal tariffs as reported by Indian media to be misleading. This suggests that this majority suspects an unfair representation of news and facts that may depict bias, disbalance or any other aspect.

The findings also depict that a majority of the youth prefers to use the non traditional medium to consume news. This may include preference for social media, blogs, websites, e-papers, podcasts, videos and in addition may also refer to unprofessional journalistic sources such as opinion leaders, influencers, etc. who generate content online.

In terms of a perceived difference in the quality of reporting between the traditional and non traditional media, a majority also holds the belief that there is a difference in the

quality of reporting between both mediums - irrespective of which medium they refer to for news consumption. This indicates that the youth is aware and critical in terms of comparing and contrasting the two mediums.

The findings also indicate that a majority of the youth that is influenced by presentation factors like graphics, tone, voice, headlines, font and design, etc. is both interested in the news and concerned about its impacts. While the data depicts a pattern to show a correlation between influence of presentation factors and the relative interest and concern, further research and analysis is needed to show that presentation factors influence the interest and/or concern regarding impacts of the news.

In terms of how the news has been reported, the most common perception is the neutral portrayal of news related to reciprocal tariffs on India by the U.S.A, a notable number of people show a concern for exaggeration of this news, few perceive it to be understated by Indian media and a considerable number also chose “can’t say” as an option which may mean uncertainty, lack of opinion or clarity, etc. Thus, regarding portrayal of this news by Indian media, the opinion of the youth is fairly diverse and divided.

8.2 Limitations

This research comes with its fair share of limitations that must be taken into consideration while understanding its findings and conclusions. Limitations are indications of certain grey areas or drawbacks which can present a considerable block in generalising or drawing fixed conclusions regarding

1. Inadequate Sample Representation:

The sample size taken into consideration for this study was 111 people out of which, only 83 could be truly studied due to true qualification for finding appropriate results.

The remaining 24 respondents were not aware of the news related to Reciprocal Tariffs and thus, had to be rejected.

Moreover, a majority of the 83 respondents identify as students and thus, may not be fair in representing the entire demographic of the “youth” which may belong to various other professional and non-professional fields.

2. Unreliability of Chi-Square Test for Hypothesis testing:

75% of cells have expected count less than 5 in the chi-square test conducted for determining the hypothesis result. For the test to be valid, most (80%) of the expected counts should be at least 5 because otherwise, the formula doesn’t work.

In this case, 75% (cells with expected count less than 5) is way above the threshold and therefore, the result of the hypothesis may not be supported through statistical testing due to unreliability. However, other data has been interpreted to the best of the researcher’s ability to account for a result as close to accurate as possible for the same.

3. Response Ambiguity and Neutral Bias

There are a few questions with “neutral” and “can’t say” as options which may overlap and present a barrier in driving the answer to decisive conclusions in the research. Such responses gives the respondent the option to avoid potential answers

that are conclusive in nature which also become a barrier in concrete findings and conclusions for the researcher.

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