



Socio-legal perspective of electronic media in Globalisation

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Abstract

Globalization refers to the dynamic processes that are developed to break the mutual relations between individuals, societies, organizations and cultures around the world. It is a social process, which reduces space and time while reducing distance with technology. On the other hand, media, among many others, refers to different modes of communication between parties such as the Internet, television, or radio. This is an important component when communicating, as it shapes the minds of users. Globalization has been at the forefront of changing media, as it brings about communication technology. Globalization is relevant for all businesses as it allows them to better communicate and operate while increasing their customer base. It facilitates operations and is a prerequisite for technological progress. Organizations are easily formed, while individuals are connected to people around the world. In simple terms, technology and science make institutions global and reflect convergence theory, promoting identity and culture. This paper discusses the relevance of globalization; these are the main issues and ways in which media organizations can position their strategies in the prevailing context of technological progress.

Keywords: news, credibility, globalisation, Indian media, social responsibility

Introduction

Globalization has revolutionized news-printing, editing, reporting and has helped to create networking among journalists; more importantly, it is acting as a catalyst to increase news circulation. The proliferation of information and printing processes has become hassle free and less time consuming, globalization has bridged the gap and time gap between countries. Everything seems a click away. News and features that were suppressed earlier became knowledge around the world as the cost of communication has reduced and become cheaper.

Media in India

The entertainment industry in India has recorded explosive growth in the last two decades and is one of the fastest growing industries in India. Today, the country has more than 400 active channels in the 1990s from the single state-owned channel, Doordarshan. The increasing rate of investment by the private sector and foreign media has substantially improved India's entertainment infrastructure. As per the recent report, the newspaper industry in the West is slowing down due to being digital, but the newspaper industry in India is growing with considerable progress. PricewaterhouseCoopers (PwC), survey reports suggest that Indians are likely to spend more on entertainment in the coming years. Online and social media seems to be attracting audiences across India. With so much information available through various means, accountability becomes an issue.

Media in India is recognized as the fourth pillar of democracy along with judiciary, executive and legislature. The media plays an important role in informing the public and forming public opinion on important issues. It acts as a link between the government and the public. Indian democracy would be poor without an active media. It provides a platform to voice givers to address their grievances. Thus the media is an active watchdog of the

society.

History of Television in India

Television (TV) came to India by accident when multinational company "Philips" presented television equipment to the government after an exhibition in Delhi. All India Radio, the first broadcast put together in September 1959, was run by radio professionals who were experimenting with new equipment and initially broadcast two hours a week. UNESCO cheated with a gift of 50 TV sets and helped the Ford Foundation finance the first formal educational broadcast for 250 schools around Delhi on select days of the week. It took six years of regular daily one-hour service to be displayed. It started in 1965 with the help of the West German government which helped in broadcasting which included news bulletins in Hindi and agricultural programs for farmers. Regular news bulletins in English were introduced in 1971. The first Indian television factory was opened in 1969 in Kanpur. The TV was banned in the Delhi area till the end of 1972, later in 1973 a transmitter was installed in Bombay and Amritsar and Srinagar cities. In 1975, new stations were established in Madras and Calcutta.

In 1975-77, the Satellite Instructional Television Experiment (SITE), with which India became the first country in the world to reach remote villages using a direct broadcast satellite. Under SITE, an American satellite was used to broadcast four hours of education programming a day in 2338 villages spread across six Indian states. The television was separated from All India Radio in 1976 during the Emergency and placed under a new entity called Doordarshan (DD), although it remained under the control of the Ministry of Information and Broadcasting. The 1982 Asian Games was a turning point for TV. The Asian Games was a platform for the government to show itself and the world a shining India. TV was to be used as 'the tool'; This required a unified national service and with an advanced

level of technology to enhance it. Sports also saw the introduction of color TV. In 1982, the launch of the INSAT-IA and later the INSAT-IB satellite system allowed large-scale expansion of TV. The 1983 Cricket World Cup was widely watched as the Indian team played and won the final, increasing the popularity of TV. DD programmers focused on education and socio-economic development. Entertainment programs were few. And when in 1984 aired dramas such as Hum Log and Soap and Ramayana (1987) and Mahabharata (1990), sticking to their sets became a religious ritual. DD hesitantly allowed Pronnoy Roy (of NDTV) to run the show "The World This Week" in 1988, which aired until April 1996 and became one of the most successful shows.

Freedom of Press in India

The Constitution of India, does not refer to the word "press", confers "right to freedom of speech and expression" (Article 19 (1) A). Although this right is subject to restrictions under subdivision (2), this freedom may be limited to "sovereignty and integrity of India, security of the state, friendly relations with foreign states, public order, decency, protectionism, protection" is. With respect to laws such as contempt, court, defamation or abolition of crime and the Official Raj Act.

Globalization and its effects on Indian Television Media

In the early nineties, the Indian television landscape underwent a sea change when the Indian government attained a new economic policy that promoted privatization, abolished state control and liberalized media regulation, the entry of global media congressmen Paved the way for Indian metropolitan elite were already in front of Western commercial television through live coverage of the 1991 Gulf Crisis by Cable Network Networks (CNN). Hong Kong-based Star (satellite television Asian region) TV, owned by Rupert Murdoch's News Corporation, was the first to exploit this demand for an alternative TV channel. In 1991, it launched Being Satellite Service with five channels. Satellite channels became an instant hit due to the lack of Doordarshan due to their entertainment and western programming. In 1992, Subhash Chandra Goyal launched Zee TV, India's first private Hindi-language and most successful satellite channel. This gave new heights to home entertainment.

The increase in advertising revenue and increasing viewership provided the drive for many regional media houses such as Sun TV, Asianet and ETV to move to other states. For example, Sun TV, South India's first privately owned channel, made its debut in 1992 in Chennai. Today Sun TV Network has 20 channels in four languages Tamil, Telugu, Malayalam and Bengali.

Cable Revolution

Star TV became popular in India because of mushrooming of satellite dishes that could download signals. Here came the cable operators who became the link between broadcasters and Indian viewers as a rule of the land and then did not allow any signals on Indian soil to be connected to the satellite. The cable business was not new to India as the video revolution (cassette video parlors) grew in the 1980s and created home networking to play videos for a subscription fee.

24/7 News

Satellite television came to India as an agent of global capitalism. The growth of satellite television is still in its infancy, but the network has expanded to unimaginable growth. NDTV was looking at new options for collaborating; He received a prime-time slot for the daily half-hour news bulletin on the two Star channels. The next phase of development came in 1998, when Star and NDTV joined hands to launch India's first 24-hour news channel 'Star News'. After 5 years NDTV started its 24/7 news channel. Zee TV made its news debut in 1999 after 'Aaj Tak' from India Today Group. This marked a profound change in the way news was collected. In the last two decades, India has experienced the rise of more than 78, 24-hour satellite news channels.

Effects of Globalization and Changes in Newsroom

The concept of 24x7 news channels was developed from the West. News time on TV can be about 4 hours in 24 hours with continuous breaking news popping up. The rest of the hours on news channels are filled with infotainment, packed in colorful themes or constantly debated on issues that seem to be the most important matter as media projects. The urge to raise his television rating points (TRP) rating is sensational. The focus is now more on politics and celebrity trivia while the real issues plaguing the country are being put on the backburner. Often little or no research is done on news items before being telecast. Extensive manipulation of facts is distortion. Despite the commendable work done by the media in exposing scams and making governments accountable, there are problems within the media that jeopardize the legitimacy that they enjoy in Indian society. There are many hurdles in news reporting. Often, the media behaves unethically. It has become a business venture, with the sole purpose of making profits (media ownership, corporate bias and advertising bias). Industrial houses create monopolies that control the media and through it public opinion, political parties and the government. Big corporate houses like Reliance, Viacom 18 also have media institutions.

First the media discussed the problems related to the country and its development. Ideas and discussions were created after. But today these mediums are used to reach out to the public with different agendas to form or form public opinion. Paid news or paid content are articles in newspapers, magazines, and electronic media, indicating favorable conditions for the institution that paid for it. The news is like an advertisement but without an advertising tag. Investigative journalism is reconstructed as the sting operation opened a new chapter in the history of the media. If used properly it can help uncover a lot of hidden secrets, but many journalists use it to dispose scores or blackmail individuals on large posts. Like other institutions, the media has also taken a knee against malpractices and corruption.

Agenda Setting, Spin: A form of publicity, consent or paid newsmaking is a process in which the media focuses on an issue. A general reader does not see this in papers and does not believe that an agenda can be set with pre-administered responses. As Joseph Pulitzer emphasized, the three important points to remember about reporting news are 'accuracy'.

Comments or Analysis of 24/7 News Channels

Today news has become a packaged program with lots of

ideas, ideas, graphics, images and more. Channels want to move away from the main issue by discussing or being on new issues. These over-analyses can, at times, cross the code of ethics that can drive a mountain out of molehill which in turn can be dangerous to our society. Privacy should be observed in sensitive cases. Sensationalism wants people to know the integrality about the lives of others.

Creating opinions in the form of breaking news has become a common sight and calling these protagonists into the studio to produce an intense script drama can confuse people's views. The channel should call a responsible panel of experts who have experience and caliber to speak on the subject, as these discussions lead to public opinion. The dramatization of news is becoming a common factor. Fewer followers are seen on important issues on 24/7 news channels. Percentage live 'and having exclusive news have a higher percentage of error; With instantaneous news, many times there is no time for accuracy or fact-checking. Headlines are made in seconds; The content goes 'live' in minutes.

Anchor should be a moderator for the panel of experts. He should not prejudice people nor impose his opinion. The 24/7 news channel delivers diverse news and is an interactive medium that gives voice to issues and problems of the common man. Citizen journalism has to help win the trust of the people.

Globalization and its effects on news channels have questioned the credibility or trustworthiness of news featured on various 24/7 news channels.

Issues of Media Globalization

There are various issues that globalization raises for companies in the media industry, and these are provided to ensure smooth operation while delivering to the end customer. Organizations operate in their separate segments, while determined to increase their profits and customer base, and in the media fraternity, such operations are carried out with consideration of its distribution and consumption of production information. Globalization aspires to understand such businesses that it is usually driven by market factors in the international arena and is often fueled by international organizations like the International Monetary Fund 'and the World Trade Organization among many others.

Businesses are required to operate under strong ethical standards, which are set by international organizations (January, 2009). As globalization allows the transfer and sharing of information through the media, businesses are informed to offer information that is true, and from sources that are relevant while following ethical standards set for the purposes of ensuring best practices in their operation. Media businesses are considered as vehicles of development, and are informed to use effective and efficient philosophy and technology.

Freedom of Media and Constitutional Restrictions

Here it can be remembered that the right to freedom of speech and expression as one of the fundamental rights guaranteed to the citizens of our country. The freedom of media drives its rights from the right to freedom of expression and expression available to a citizen and is an equal right. Although no special provision was made for the protection of the rights of the press, the court confirmed from time to time various rulings that the rights of the press are enshrined in the guarantee of freedom of speech and

expression as provided in the Constitution. But now a question also arises whether citizens are guaranteed full freedom under Article 19 (1) (a) as well as the press or subject to certain restrictions. If freedom is not absolute and can be subjected to certain restrictions, then who can impose sanctions and now these restrictions are to be imposed.

Effect of Electronic Media on Society and Culture

Media has awareness in general public like television, radio and internet. They enhance common sense by providing us with information from all over the world. News circulating through various media tells us about the day's events happening in the world. News, telefilms and documentaries revolving around social issues raise a social awareness among children and develop their concern for society. They also contribute to increasing our knowledge, language and vacancy. Quiz-based TV programs and radio shows, and many programs on history, literature, science philosophy and arts and culture on channels such as Khoj, BBC and National Geography contribute to the development of people's minds and perspectives, widening knowledge and culture. Research has shown that media is responsible for influencing a major part of our daily lives. Media contributes to changes in cultural and social values of the public. Media brings changes in attitudes and benefits of people. The persuasive nature of the content presented on the media influences the thoughts and behavior of the general public and helps mold ideas and attitudes. It affects lifestyle and culture. The media has brought a big change in the way people think. The media has given him an excellent platform to present himself to the world and contribute in his own way to the changing world scenario. The media has been blamed for creating a small place to live in the world. The resentment of blogging in the media world and practices such as public elections and citizen journalism has led to the achievement of social control. These concepts strengthened the relationship between the media and the common man and contributed to the development of public opinion on national and social issues. Media has played a major role in positive development such as racism gender bias, fight against world poverty, and spread awareness about the need for world peace. The engagement in television concerns with women has led to significant identity changes. Indian film and television audiences have seen a shift from the portrayal of women to innocent and subordinate women in an angry year. While India's strong traditional heritage has always been in the traditional role of women, such as housewives and mothers, the portrayal of women on television has challenged this ideal, and therefore cultivated a new notion of feminism for the Indian woman is. The development efforts made by radio and television in the context of rural India should be mentioned. Some recent experiments in television have successfully helped change the lives of rural people. For example, TV programs on health, agriculture, employment, especially produced by Doordarshan, have created awareness among the people and attempted to inspire the upliftment of the underprivileged in the society. The programs inspired people to deal with illness and disease and other problems in the society. For example, some talk shows on TV have had a similar effect, for example, talk shows, and serials that deal with the ill effects of practices such as dowry, sati, child marriage, and drug abuse in society.

Conclusion

Issues of globalization have been debated and discussed in many forums and have not only benefited those in the media business but has also enhanced economic growth in different nations. Media businesses have benefitted from globalization, due to the reduced time and space, making the world a global village. Media operators, however, need to ensure the use of sophisticated technologies, which can ease their work, while providing quality to all their clients, and the people are the world as a whole.

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