A TEXTBOOK OF
MEDIA MANAGEMENT

Mukul Sahay
Dr. Somprabh Dubey
Dr. (Prof.) Ashok Kumar

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Wisdom Press
NEW DELHI

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This edition published by Wisdom Press,
Murari Lal Street, Ansari Road, Daryaganj,
New Delhi - 110002.

ISBN: 978-93-80199-27-6

Edition: 2022

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CHAPTER 1

EXPLORING MEDIA MANAGEMENT AND MARKETING IN AN EVOLVING INDUSTRY

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ABSTRACT:

"Exploring Media Management and Marketing in an Evolving Industry" dives into the complex dynamics of the media industry and how management and marketing concepts are intertwined with it. This abstract shows the multidimensional character of the issue as media management develops as a field at the intersection of several academic fields. It navigates through historical development and present research trends, highlighting the evolution of media management against the background of technology breakthroughs, market segmentation, and changing consumer behaviours. The abstract highlights the difficulties brought on by the evolving media environment, emphasizing the necessity to modify marketing tactics, accept new media formats, and maintain a fine line between business objectives and content quality. The abstract provides insights on how media, management, and marketing interact, outlining the challenging environment that media practitioners, academics, and marketers must negotiate in this rapidly evolving field.The investigation of media management and marketing in the context of the sector's changing terrain, in conclusion, sheds light on the complex interplay between imagination, technology, and audience involvement. For practitioners and scholars alike, the dynamic nature of mediacharacterized by quick technology breakthroughs and evolving consumer preferencespresents both obstacles and possibilities. Since business, economics, technology, and sociology all interact in this complicated way, media management has developed into a multidisciplinary topic.

KEYWORDS:

Advertising, Economics, Media, Management, Radio.

INTRODUCTION

The primary goal of media management is to create a link between the characteristics of the media sector and the basic theoretical disciplines of management. However, the topic of media management is neither well defined nor coherent; rather, it is a loose collection of studies by scientists across a range of disciplines. Few parallels can be found in the syllabi of the rash of media management courses that have sprung up over the last ten years all around the globe. Instead, there is a huge diversity in the theories, subjects, and required readings. It is noteworthy that only a small percentage of these courses come from management or business colleges.

The bulk of them are graduates of economics, journalism, or mass communication programmes.Media management is still in its infancy compared to media economics, which has developed a well-established body of theoretical approaches and a substantial body of literature since its emergence in the 1970s. The International Journal of Media Management, Journal of Media Business, European Media Management Association, and International Media Management Academic Forum were all only founded in 2004 or 2003, respectively[1], [2].

Size of the Industry

The study of media management "crosses interdisciplinary lines, theoretical domains, and political systems," according to Albarran and colleagues. Because of this and the fact that it is so new, there is a fragmented body of literature that covers all the key areas of management theory, such as strategy, finance, marketing, operations, technology, and human resources, but falls short of providing a solid framework for comprehending management practise in the media industry. Giving a precise assessment of the extent of media management is consequently impossible. However, many threads may be seen. These mostly represent the "host" fields of the contributing academics.

Media economists have made the most of the field's advancements to this point. Media management and media economics have a lot in common, but the latter tends to concentrate on the operations of specific media companies while the latter works at a more general level, typically a sector or market, with a focus on industry structures and the allocation of resources, particularly financial ones, to meet the needs of consumers, advertisers, and society. Many media economists have deliberately wandered into the realm of media management. Here, they have primarily applied rationalist models from the industrial organisation school and have concentrated on issues relating to strategy formulation and implementation by large media organisations. They have also looked particularly at the causes and/or effects of sector change and the alignment between a firm's environment, structure, and performance.

Political economics and communication academics have contributed to our knowledge of the media industry's larger strategic context. These academics integrate insights from economics, politics, and sociology to analyse media industry structure, as well as regulatory and policy concerns, paying close attention to economic factors, ownership patterns, and political allegiances. Typical examples are Jeremy Tunstall and Colin Palmer's examination of media moguls or Michael Tracey's investigation into how political, technical, and economic pressures have damaged public service broadcasting.

In recent years, media analysis has seen an increase in the use of marketing theory, which is itself a significant component of management theory. Since media companies are looking for methods to differentiate their offerings in a market that is becoming more competitive, branding is a particularly important problem.

Analysts and consultants that have experience in the sectors provide a more practical set of economically driven observations on trends, practises, and defining elements of the media business.

They include books like Michael J. Wolf's Entertainment economy and Harold Vogel's Entertainment business economics[3], [4].

Historical Progress

Studying media management historically illustrates changes in the media industry's strategic context. As a result of the liberalisation, deregulation, and globalisation that characterised the 1980s and 1990s, academics reacted by concentrating especially on problems relating to industrial structure, the expansion of conglomerates, and transnational management in the sector.

A first and second tier of international media conglomerates started to emerge towards the end of the 1990s. These divisional, multiproduct organisations posed a more difficult management problem, therefore academics started to concentrate on the particular issues they

raised by using methods like the resource-based approach, theories of organisational culture, and multiproduct business models. The underpinning technologies of the media business saw significant advancements around the turn of the century. This sparked a wave of study on the implications of the new digitally based distribution infrastructures for the general public and the existing media business.

Currently Focused Research

Since management is an applied field, current research priorities are influenced by business trends. This, together with the varied backgrounds of the researchers in the subject, results in a wide variety of current study strands. Three issues are now hot in terms of media management.

The media business has traditionally placed a high value on creativity since cultural commodities are seldom standardised over the long term, and this, together with the erratic nature of consumer demand, results in a constant need for novelty. But as a result of technical advancements, customers now have access to a wider range of media items, and whole new product categories have also emerged. Since the possibility for competitive advantage increases with levels of continuing innovation, this has raised both competitiveness and the demand for creativity.

The effects of novel content formats are the subject of a second field of inquiry. Some of the most ferocious growth in the business is coming from contradicting tendencies, despite the fact that the biggest firms are concentrating on blockbuster items that can be reformulated for several platforms and promoted internationally. The first category is specialty goods. Today's technology makes it possible to match specific audiences with specialised content, and customers are increasingly choosing tailored goods over generic ones. This is leading to a phenomenon known as "demassification," in which the attraction of "mass" items is decreasing and that of niche products is increasing. The second is the expansion of media produced by users of social networks. Users are now producing, storing, and sharing a tremendous quantity of information, often on social networking sites that mix personalised material with a participatory setting. For established market participants, this kind of material poses both a problem and a chance for expansion[5], [6].

However, the media sector encompasses more than simply content. Additionally, it has a close and synergistic relationship with technology. It was created as a result of technology, and embracing technological change has always been difficult. Although technological advancement has always existed, the scale and speed of the changes that are now taking place have produced an unusually difficult environment. The third research stream examines these changes' effects on the market and target audiences.

DISCUSSION

Adaptability is a major subject as the media environment continues to face tremendous changes. Technology's integration into content production, consumption, and distribution reshapes conventional business structures, necessitating a strategic reevaluation of marketing strategies. Digital platforms have made market segmentation more prevalent, which makes audience targeting more precise and complicated. This has led to a desire for creative marketing approaches that appeal to a variety of consumer categories.However, media professionals must strike a difficult balance while pursuing financial success. The fundamental nature of the media's function in society is put to the test by the necessity to maintain content integrity and quality while accommodating commercial interests. The seamless integration of product integration and placement, as well as the advent of

personalized advertising, highlight the complex interaction between generating income and upholding audience confidence.

A variety of inherent obstacles in the subject of management alone. The issue of breadth comes first. The amount of knowledge pertaining to management-related topics is very fragmented. Next, there is the pluralism issue. The area has become more divided, varied, and difficult in recent decades due to the proliferation of new ideas, methodologies, and schools. The third issue is compartmentalize, sometimes known as incommensurability.It is difficult to build a strong, consistent basis for media management since the numerous ideas and theories within the subject are not only varied but also incoherent and conflicting. Considerable conceptual and contextual breadth of expertise is required of the researcher when we consider that the media industries themselves are far from monolithic, representing a diverse set of industries, operating in all kinds of geographic segments, and catering to many different types of audiences[7], [8].

Future Research and Theory Directions

As previously said, media management is a young and developing discipline. There haven't been many efforts to rigorously apply standard management theory to the media sector. There is still a lot of fundamental groundwork to be done, namely the methodical application of management ideas to the industry while emphasising the sector's unique characteristics and concepts of special importance.Many strategic insights have been gained via application of the rational school. This will undoubtedly continue since topics like competitive dynamics, diversification tactics, and strategic positioning are not likely to become obsolete. But it is becoming more and more challenging to develop the essential assumptions to conduct such research due to the environment of the media industry's rising dynamism and complexity. As a result, a larger range of tools must be used, particularly ideas that connect the environment, strategy, and organisation. The adaptive and interpretive subfields of management theory include several of them.

The adaptable school is focused on strategic transformation, as suggested by its name. It aims to comprehend how an organisation adapts to environmental changes via its systems and procedures. Concepts relating to how organisations and technological development interact are particularly pertinent to the media industry. The interpretive school of strategy is concerned with the more "hidden" and "deeper" components of organisations that affect strategic results, such as mentality and belief systems, values, motivation, and emotions. Because they are subjective and/or unconscious phenomena that are difficult to access and explain, researchers often ignore them. However, they are especially crucial in media organisations because of the enormous influence that the media industries have on our lives and societies, as well as the fact that people who choose to work in the industry frequently do so because of their own "higher order" needs. The relevance of ideas from this school is amply demonstrated by the responses of music majors to the Internet, which show how mental models can cause incumbents to reject new technologies. For instance, culture plays a significant role in how established firms are able to respond to new technology.

The use of contextualist, constructivist, processual, and pluralist research techniques, especially, will be necessary to apply such models. An organization's internal and external settings, in the broadest sense, as well as social and historical impacts on the research frame, are all included in a contextualist viewpoint. Because environments, organisations, and tactics are produced rather than being natural things, a constructivist viewpoint is required to understand organisational realities because they do not exist independently of their observers. Processual methods strive to comprehend strategic processes, including the variety of

nonrational components that might impact them, rather than assuming a linear link between conception and execution. Finally, the need for diversity arises from the complexity of the sector and the changes that are occurring inside it. The messy, unique, and dynamic interrelatedness of organisations and their strategic actions may be accommodated through multi-lens analysis.

Assuming that marketing and advertising strategies would remain the same in an era of rapid technological advancement would seem counterintuitive; in order to survive and prosper, as in all business-related endeavours, marketers must modify their tactics and activities, and advertisers must advance in terms of voice, message, and media usage. Media must adapt to changes in the external environment and the strategic viewpoint of others as both a self-perpetuating entity and a facilitator of their marketing aims. Indeed, the media are presently seeing a significant shift in marketing strategies. Marketers are being compelled to reconsider conventional paradigms and reassess key assumptions all the way down to the most basic definitions, such as markets, what makes a "ad," and what is meant by "media[9], [10]."

Defined Media Marketing

In order to communicate, people and things require media, which physically transport information across distance and time. They establish a connection between the sender and the recipient. A sender may concurrently broadcast to multiple recipients via mass media. The two types of media that have historically existed are electronic and nonelectronic. Radio and television were traditionally considered electronic media, whereas newspapers, magazines, direct mail, business papers, and outdoor advertising were considered non-electronic media. Although the distinction between electronic and non-electronic media is still generally relevant, there has been significant shift within both categories. The emergence of national newspapers as a complement to local newspapers and the growing ownership of local papers by national and international media conglomerates have both had an impact on the news and advertising content in the non-electronic sector. Generally speaking, general interest magazines have made way for a multitude of publications that much more specifically target certain groups. Outdoor advertising, which was once confined to billboards, has evolved into a new category called out of home, which now include billboards, murals, as well as advertisements on the sides of buses and taxi taxis, in public places, and in a variety of other contexts. The consolidation of local radio, the expansion of cable television, the development of the Internet, and the increased use of product placement in television and films are some of the significant shifts in electronic media.

The term "marketing" has been defined in a variety of ways, both specifically and generically. It has been described in terms of the following activities: price, marketing, and distribution plans. Product orientation, sales orientation, or market orientation are some examples of the orientations used to characterise marketing. When discussing the relationship between media and marketing, marketing may be summed up as all of the actions taken to facilitate and hasten communications between organisations. From a marketing viewpoint, media serve as the mediators that enable trades between entities, giving producers and sellers a way to interact with customers, both current and prospective. Of course, the main, or at least most obvious, method the media enable trade is through airing third parties' commercials. However, news articles and entertainment programmes in the media also help to create a favourable culture for advertisers. The idea that the media, in all of its manifestations and forms, promotes and spreads a consumer culture has been around for a while. Finally, self-promotion takes up a lot of media's time and resources, especially electronic media. Programme promotions, TV screen logos, "news" articles, event

sponsorship, virtual commercials during programming, etc. are all used to advertise shows, networks, and stations.

The media will inevitably alter, mutatis mutandis, as marketers are accommodated and as the media adapts its own marketing techniques. We could indeed be on the verge of such a mutation as a result of a convergence of circumstances. A greater focus on market segmentation, technical advancement, and a general expansion of media and advertising are the current forces behind this polygenism.

Market division

Market segmentation, the practise of splitting the possible audience into comparatively homogenous subgroups, is not a novel nor revolutionary idea. Strategies have been developed to appeal to these distinct sectors of audiences, which have been segmented for a long time depending on a variety of characteristics. The extraordinary capacity of marketers to obtain consumer data and the abundance of media venues, many of which are created to cater to certain market groups, are what set today's segmentation efforts apart. To reflect this focus on segmentation, the media is in the midst of restructuring. While radio stations are expanding in number, the number of special interest publications has increased dramatically since the 1970s, and cable television networks have expanded, newspapers, which are mostly general interest media, are losing readers.

Cable television is especially emblematic of both the need to segment and the expansion of segmentation strategy, as are special interest periodicals that target certain user groups and radio stations with their varied programming. Whereas a few over-the-air broadcast networks used to control the majority of the television industry, cable has expanded dramatically. There are now networks devoted to shopping, home and garden, home improvement, women, history, science, weather, travel, fitness, religion, food, government, the legal system, and even jewellery. There are also networks for sports, comedy, and various entertainment genres like science fiction, animation, and westerns. The audience demography is these media outlets' guiding principle. Who is observing? Who or what do they buy? And how do we engage them?

Innovation in Technology

Virtually limitless chances to advertise items are provided by digital technology. Television networks and stations often digitally impose their call letters or corporate emblem in a corner of the screen. Promotions for forthcoming shows and events often scroll over the bottom of the screen. During shows and athletic events, corporate sponsors' logos are digitally projected on the screen. Over the course of the programmes and games, these "ads" might be modified several times.

Digital technology has been used with product placement to produce what is known as virtual product placement. Traditional product placement calls for utilising or literally displaying the item in a situation. Virtual product placement is post-production digital insertion of the product into the scene. This not only enables the insertion of additional items, but also several placements during the course of the entertainment. For instance, Coca-Cola signs a deal with a feature film to include its beverage throughout the movie's theatrical run. The producer then enters into a deal with a different soft drink maker, like Pepsi, to have their product distributed when the movie is shown on pay television. A Pepsi can is put in and the Coke can is digitally removed. Similar digital adjustments could be made when the movie is shown over the air, on cable, on DVD, etc. Both first-run and syndicated television may use the same procedure.

The digital video recorder is a second technical advancement that is promoting the increased focus on product placement in television. Viewers of television are less and less obligated to watch programming at times set by broadcasters; instead, they may record and watch chosen programmes whenever it suits them. This time-shifting behaviour has the effect of causing viewers of recorded programmes to often fast-forward through ad breaks. As a result, advertisers must use alternative strategies to reach consumers, such product placement or digital advertising that display during programmes.

Proliferation

As the need for advertising rises, media adapt by looking into novel and inventive methods to show commercials inside already-existing media and by developing new media forms to meet the needs of marketers. There are advertisements everywhere, including those that are written in chalk on sidewalks, placed on shopping carts in shops, shown at airports, displayed on buses, taxis, and other types of public transportation, displayed on closed-circuit TVs in public areas, displayed in public toilets, etc.

Despite not being designed as a medium for advertising, the Internet immediately embraced it. In terms of the proportion of advertising volume, it is now the medium with the quickest growth. In other words, the Internet is growing its volume portion of overall advertising spending faster than any other media. As was already said, as the industry works to further segment the listening public, the number of radio stations is rising. In a similar vein, it seemed inevitable that cable television will keep growing. Additionally, marketers always looking for new media to use. One such chance has arisen as a result of the expansion of mobile phones. Mobile phone advertising, such as the banner advertisements that appear at the bottom of phone displays, is rapidly expanding. Worldwide mobile phone advertising is anticipated to surpass US$11 billion by 2011.

Product placement is still growing. Additionally, to television and films In books, popular music, and video games, there are instances of commercial placement. Not only has commercial placement on television increased as a result of the DVR, but the approach is now being discussed as being expanded via a process known as product integration. Product integration is the sponsorship of a whole programme in which the advertiser oversees, if not actually generates, the program's content. Of course, this is not entirely novel. Early radio and television programming was often created by sponsors, who also had influence over the programmes' substance. The paradigm that has prevailed for more than 40 years, in which networks produce the programmes and sell advertising commercial time, will be challenged by the return of this practise.

Media marketing incorporates a bipartite structure where on the one hand the media advertises itself to consumers and to marketers of other companies as a viable middleman - and on the other hand helps to support the advertising agencies' marketing initiatives. These two sides of the media marketing equation do not necessarily have the same objectives. Advertisers may not always be drawn to shows with high crowds, and too much advertising may turn viewers away.

If the adage "Form follows function" in architecture is true, it stands to reason that media would assemble itself to satisfy advertisers. Recent advancements in the area of segmented media offers seem to support this viewpoint. But when will media begin to jeopardise their own survival by caving in to commercial demands? Will excessive product integration or positioning, for instance, degrade the quality of programming? Will programmes essentially turn into infomercials as a consequence, and will this lead to less media consumption? Even as it tries to change, the Internet promises to be educational. Without a doubt, it appeals to

consumers and benefits marketers by serving as a middleman. It offers what may be referred to as the ultimate segmentation strategy: customised appeals to specific customers. However, a conflict between private, public, and commercial interests will undoubtedly affect how the Internet is eventually structured and who controls content.

Advertising is not the only source of financing for certain publications. Examples are magazines that only rely on subscription revenue or state-funded radio or television networks. These media escape some of the problems mentioned above to the degree that they are not required to make themselves appealing as advertising middlemen. The problems of market segmentation, technical advancement, and media expansion persist regardless of whether they are wholly or partially supported by advertising. Media still needs viewers even if they are not required to provide audiences to advertisers in order to maintain their relevance.

The world of media marketing is changing. Content and delivery are evolving together. Mobile phones are a prime example of the stakes at risk and the speed at which the media landscape is changing. In a relatively short period of time, they went from being a personal communication tool to a mass medium that generates billions of dollars in advertising income.

CONCLUSION

The study of media management and marketing involves not just trend analysis but also trajectory-shaping. To understand the evolving dynamics, practitioners and scholars must work together, researching ways to combine management theories with the distinctive features of media. Converging contextualist, constructivist, and pluralist research methodologies provide a comprehensive grasp of the intricacies of the sector, allowing the development of flexible solutions.In summary, investigating media management and marketing in this developing business necessitates a comprehensive viewpoint that takes into account consumer behaviour, technical advancement, and the preservation of the social value of media. Understanding both the media's role's ethical obligations and business imperatives is essential for navigating this environment. Stakeholders must stay flexible as the business develops, drawing on knowledge from diverse fields to plot a route that adheres to the standards of quality, innovation, and social effect while taking into account the changing media environment.

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CHAPTER 2

PRESS COUNCIL OF INDIA AND INTERNATIONAL BODIES

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ABSTRACT:

The Press Council of India, along with other international organisations, is essential to defining and governing the media environment on a worldwide scale. This abstract explores the roles, importance, and relationships between the Press Council of India and worldwide media regulatory organisations. The Press Council of India is a statutory organisation tasked with upholding ethical journalistic standards while promoting and safeguarding press freedom. The Council's founding, membership, and authority to decide on issues involving press behaviour are all explored in this abstract. It emphasises how important it is to respect the values of honesty, fairness, and accountability by ensuring that media organisations strike a balance between media freedom and ethical obligations. This abstract addresses the critical role that international organisations have in influencing media practises on a worldwide scale, in addition to national organisations like the Press Council of India. The efforts of international groups like UNESCO and the International Federation of Journalists (IFJ) to promote press freedom, journalist safety, and ethical reporting standards internationally are examined. In order to increase public awareness of the difficulties encountered by journalists throughout the globe, such as censorship concerns, dangers to journalists' safety, and the effects of technology on media landscapes, the abstract highlights cooperative activities between these entities and media organisations.

KEYWORDS*:*

Commission, Ethical,Press Council, Media,Organizations.

INTRODUCTION

The Press Council of India and foreign organisations interact. It discusses the Council's responsibility for adhering to norms established by foreign organisations, which often impact worldwide standards of press freedom and ethical journalism. It talks about how national and international organisations share ideas, best practises, and experiences, stressing how these partnerships advance a global conversation on media ethics and freedom.In a democratic nation, the media is crucial.

The press was expected to serve as a mentor and a watchdog when India gained independence as a federal democratic state, which it mostly achieved. The development of a body that could guide the press in the proper direction, safeguard its interests, and rebuke it when it strayed from the path of dharma was necessary since it erred in certain areas. Thus, the Press Council of India was established in 1966 as per the advice of the First Press Commission.

Objectives of PCI

The press council of India (PCI) is a self-governing, independent organisation established by law to regulate media operations. It was established on July 4th, 1966, and began operations on November 16th, 1966 (National Press Day is observed on this day). Justice J.R. Mudholkar, who was a Supreme Court justice at the time, served as PCI's first chairman[1], [2].

Indian Press Council

The press should have complete freedom, but with tremendous responsibility, for a robust and healthy democracy. There must be a means to monitor and regulate the media when standards are broken and freedom is perverted by improper behaviour. Instead of coming from the government or any other official authority, the control should originate from inside the profession. And PCI, properly constructed, unbiased machinery, does this function. The primary responsibility of PCI is to uphold journalistic freedom. However, it also has the authority to convene hearings after receiving complaints and to take appropriate action when necessary. On finding them guilty, it may either issue warnings or reprimands to the unruly journalists.

Purpose OfPCI

According to the Press Council Act of 1965, PCI's primary goals are to assist newspapers in maintaining their independence, develop a code of conduct for journalists and newspapers that adheres to high professional standards, ensure that newspapers and journalists uphold high standards of public taste and foster a proper understanding of both the rights and responsibilities of citizenship, and promote the development of a sense of responsibility and civic duty. Promote the creation of any common service for the supply and dissemination of news to newspapers that may, from time to time, appear to it to be desirable; provide facilities for the proper education and training of people in the profession of journalism; promote a proper working relationship among all classes of people involved in the production or publication of newspapers; study developments that may tend towards monopoly or concentration of own[3], [4].

Formula OfPCI:

Previously, PCI had a 25-person committee. It now has 28 members on the committee.

PCI Functions

By this point, you must be aware that PCI's primary duties include monitoring press freedom and media practises. Sections 14 and 15 of the Press Council Act of 1965 cover all of this. Section 14 outlines the censure powers, whereas Section 15 describes certain general powers.

Censure Authority

If a journalist is determined to have violated principles of journalistic ethics, public taste, or professional misconduct, PCI has the power to launch an investigation, issue a warning, or impose a censure on the newspaper, news agency, editor, or journalist in question. PCI may take such action whether or not a complaint has been received. Before rendering a decision on the issue, the council may allow the newspaper, news agency, editor, or journalist to present their argument. If the Chairman believes there is insufficient justification for conducting an investigation, the Council may not take the complaint under consideration. The council may even request that specific information about an investigation, including identities, be published by a newspaper, news agency, editor, or journalist. The Council's judgement is conclusive and cannot be challenged in a court of law. Therefore, PCI has the broadest authority in terms of press freedom, but it lacks the ability to impose penalties.

When hearing a case under the Code of Civil Procedure, 1908, PCI has the same authority as an Indian civil court does. The following are the actions that PCI may take: calling them to appear in person, requiring their presence, and questioning them under oath. necessitating document discovery and examination.obtaining testimony on affidavits.requesting copies of

any public document from a court or agency.appointing commissions to conduct witness or document interviews; and any other required subject.

(2) Nothing in subsection (1) should be interpreted as requiring any newspaper, news agency, editor, or journalist to identify the source of any news or information they receive, report, or publish. (3) The Indian Penal Code's sections 193 and 228 apply to every investigation conducted by the Council, making them judicial proceedings. The Council may include observations about the actions of any authority, including the government, in any of its decisions or reports if it deems it necessary for the accomplishment of its objectives or the performance of any of its duties under this Act.

DISCUSSION

International organisations like UNESCO and the International Federation of Journalists (IFJ) make a key contribution to the worldwide conversation around press freedom, journalist safety, and ethical reporting practises. Their joint initiatives and lobbying campaigns highlighted the significance of media integrity as a tenet of democratic society and drew light on difficulties experienced by journalists across borders.The Press Council of India's relationships with foreign organisations show a common dedication to the values of free speech, media ethics, and responsible journalism. These exchanges enable the sharing of information, best practises, and experiences that advance media standards both domestically and internationally.

The Press Council of India's cooperation with foreign organisations is becoming more and more crucial as the media landscape changes in response to social changes and technological breakthroughs. Misinformation, digital platforms, and global connectedness provide problems that need for a coordinated strategy that cuts beyond national borders. The Press Council of India is positioned to participate in determining the direction of the media because of its adherence to international standards and involvement with international organisations.In essence, the collaboration between the Press Council of India and foreign organisations highlights how important the media is as a foundational element of democratic society. Their combined efforts aim to create a climate where the media operates ethically, holds the powerful accountable, and equips people with reliable information. Collaboration between national and international organisations is essential to the success of the continuous path towards a free, ethical, and accountable media ecosystem[5], [6].

First Press Commission

The bulk of the Nationalist press supported the fight for independence from the British government before independence as a mission. However, news coverage became less impartial following independence. Many owners and editors began to see the media as a tool for their own interests. It was discovered that there was a significant amount of indecent, vulgar, and personal assaults on people as well as libellous material that was often aimed towards communities or organisations. There was a need to map the state of the press in order to stop the malpractices and maintain high professional standards since it was also recognised that certain sectors of the press engaged in "yellow journalism." With these goals in mind, the first Press Commission was established in 1952.

The first Press Commission's chairman was Justice G. S. Rajadhyakhsa. On September 23, 1952, the Ministry of Information and Broadcasting (MIB) established it. The 10-person working committee also included Dr. C.P. Ramaswamy Aiyer, Acharya Narendra Deo, Dr. Zakir Hussain, and Dr. V.K.V. Rao. On September 13, 1955, the Union Cabinet approved a Resolution that would later become the fundamental policy statement governing the press in

India after taking into account the Press Commission's recommendations and the note provided by the MIB.

First Press Commission's Needs

The first press commission's goals were to protect freedom of speech and expression, to stop yellow journalism, sensationalism, malicious attacks on public figures, indecency and vulgarity, bias in the presentation of news, and a lack of responsibility in commenting, as well as to look into the ownership, management, and financial arrangements of the country's newspaper industry as well as other crucial factors.

First Press Commission's recommendations

The first press commission's report offers the first indication of what a responsible press ought to be. A Press Council should be created in order to safeguard press freedom and uphold the highest standards of journalism. The Registrar of Newspaper for India (RNI) should be appointed in order to create the press account and position for each year. A Press Consultative Committee should be established in order to preserve a friendly connection between the government and the press. Price-page schedules should be implemented in order to safeguard small newspapers from the harsh competition. The Working Journalists Act ought to be put into effect. It suggested setting up a committee to gather information and assess the financial standing of news organisations and publications. A Newspaper Financial Corporation should be established to safeguard the fundamental values of press freedom and to support newspapers in their fight against monopolistic tendencies. Additionally, it had suggested that the PTI be changed into a public company. It was extremely desired that proprietarily interests in publications vest primarily in Indian hands and that both money and employees be indigenized, particularly at the upper levels.

Among the first press commission's accomplishments:

There are several admirable accomplishments to the first Press Commission's credit. Its findings sparked a number of important regulations for the newspaper business. The PCI was created in 1966 to control the press. In July 1956, RNI was given the task of compiling a list of publications and titles. Price-page was planned for 1956 but was subsequently rejected in court. On September 22nd, 1962, the Press Consultative Committee was established. The Working Journalists Act, which established the terms of services for working journalists and other newspaper personnel, was approved in 1955. On April 14, 1972, a fact-finding committee was established to examine the financial standing of newspapers and news organisations. It sent in its report on January 14th, 1975.It was agreed upon in principle that the Newspaper Financial Corporation was needed, and on December 4th, 1970, a bill was also introduced in the LokSabha, but it was not passed[7], [8].

Second Press Commission

Only 15 months had passed since the Indian Press's first encounter with governmental censorship during the Emergency, 1975–1977, when the second Press Commission was established. On May 29, 1978, the new Indian government established the Second Press Commission after the lifting of the emergency. Justice P.C. Goswami served as the Commission's head when it was established, but he and his colleagues resigned in January 1980 when a new administration was formed. Justice K.K. Mathew served as the commission's new head when it was reestablished in April 1980.

The Second Press Commission's goals

The second press commission wished for the media to be neither the government's mindless enemy nor its unquestioning supporter. Its guidelines included studying.the function of the media in a maturing democracy.the sufficiency and effectiveness of the laws, norms, and regulations for upholding this freedom, as well as the current constitutional guarantee of freedom of speech and expression and its applicability to press freedom.a way to protect journalistic independence from owner and management-driven economic and political pressures.The press's role in developing policies, its obligations, and its ownership, management, and financial structures, as well as how these factors relate to its expansion, editorial independence, and moral purity.chain newspapers, their connections to business, their influence on the right of readers to unbiased news and uncensored commentary, and the economics of the newspaper industry.

Second Press Commission's recommendations

In 1982, the panel turned in its final report. It desired that the free press engage in responsible and constructive government criticism. The panel believed that the editors should have control over both the amount of space given to advertising as well as their substance. According to the panel, maintaining internal stability is just as crucial to progress as preserving national security. According to the committee, the press cannot have complete independence, at least not in developing nations like India, since it has a social role and is accountable to the general population.The following were the primary recommendations. Establishing friendly ties between the government and the media should be a goal. A Newspaper Development Commission has to be established for the growth of small and medium newspapers. Industries and economic interests related to newspapers should be kept apart. Between the newspaper's editors and owners, a Board of Trustees should be appointed. Introducing a price-page schedule is necessary. The ratio of news to ads in small, medium, and large newspapers should be set. Foreign money should not have an influence on the newspaper businesses. Newspapers and periodicals should not publish any forecasts. It is time to stop using the advertisement's picture inappropriately. A reliable advertisement policy should be created by the government. Reorganising the Press Information Bureau is necessary.

World body parties

A free and open society is reflected in the free press. The empowerment of society and effective governance are two benefits of free media. An independent press and news media serve as a crucial check on the executive branch and other administrators. It may support raising voices against any negative events and promoting awareness of social concerns. Free media may provide insight on how government institutions are operating. A catalyst for change might be the media. Therefore, press freedom is essential for every society to run smoothly. Journalism should be preserved, and press freedom should be upheld. Several international groups and institutions were established in response to this demand. And to ensure that the press is independent and operating without interference, these international organisations work to promote a secure and free place for media professionals.

The IPI (International Press Institute)

An international network of editors, media executives, and top journalists makes up the International Press Institute. The institution is committed to defending press freedom, encouraging the free flow of news and information, and enhancing journalistic techniques. IPI was established on the principle that a free press would help build a better world after

World War II. To establish a worldwide association, 34 editors from 15 different nations gathered in New York City's Columbia University in October 1950. Vienna, Austria, is home to IPI's main office. IPI was committed to advancing press freedom, safeguarding it, and enhancing journalistic standards[9], [10].

In the present, it has members in more than 120 nations. One of the oldest associations dedicated to press freedom exists here. IPI offers a global network so that media professionals may collaborate more effectively and efficiently. IPI members have created National Committees in a number of nations to assist IPI in its efforts to better the environment for media. IPI has consultative status with the UN, UNESCO, and Council of Europe, among other international organisations. IPI is a part of the International Freedom of speech Exchange, an international network of non-governmental groups that keeps track of restrictions on press freedom and other forms of free speech. It also participates in the Tunisia Monitoring Group, an alliance of 16 groups that support free speech and urge the Tunisian government to do more to protect human rights.

IPI's primary responsibilities

The World Press Freedom Review, an authoritative annual assessment on media infractions, is released by IPI. IPI keeps track of threats and assaults against journalists and media groups across the globe and writes letters of complaint to governments and intergovernmental agencies in response. To respond quickly to infractions, it raises money for the Press Freedom Fund. This fund provides the resources for missions to places where press freedom is under danger.

The World Congress and General Assembly are held annually by IPI. Leading academics, legislators, and members of the media attend them. Every year, it is held in a different nation, and journalists share their experiences and anecdotes. IPI conducts in-depth study on matters pertaining to the media and disseminates a number of publications on press freedom. It examines media laws and offers governments advice on how to update existing legislation to comply with widely recognised norms for freedom of speech. It offers legal counsel and assistance in court proceedings, bargains with authorities and organisations, and works with embassies to put pressure on governments that obstruct press freedom.

UNESCO

On November 16, 1945, the United Nations Organisation for Education, Science, and Culture, or UNESCO as it is more often known, was established. It was one of the many international organisations created after the devastation of World War II. In response to countries' strong conviction that enduring peace cannot be achieved via political and economic accords, which was shaped by the occurrence of two world wars in less than a generation, UNESCO was established.

]The moral and intellectual unity of mankind must serve as the foundation for establishing peace. It seeks to open up channels of contact across many civilizations, cultures, and individuals while upholding shared ideals. To put it another way, UNESCO promotes international peace. Paris serves as the headquarters. It thinks that this debate will help the world realise its objectives for sustainable development. UNESCO promotes respect for one another, human rights, and the reduction of poverty. These concepts form the basis of UNESCO's mission and programmes.

The mission of UNESCO is to "contribute through education, the sciences, culture, communication, and information to the building of peace, the eradication of poverty, sustainable development, and intercultural dialogue." Achieving excellent education for

everyone and promoting lifelong learning are its top priorities. promoting the use of science in both policy and development. addressing new ethical and social issues.

encouraging international conversation, cultural variety, and a culture of peace. Through information and communication, UNESCO works to create inclusive knowledge societies. The organisation has 195 Members and 8 Associate Members worldwide. There are more than 50 field offices for the Organisation worldwide.

Its headquarters are in Paris, and the General Conference and Executive Board are in charge of making decisions that are carried out by the Secretariat, which is run by the Director-General.

CONCLUSION

In conclusion, the Press Council of India and its relations with other international organisations together create an important framework for promoting accountable, moral, and independent media practises.

The Press Council of India protects press freedom in the country by fostering ethical journalism standards and resolving complaints. In order to protect the integrity of Indian media, it plays a critical role in making decisions on cases involving media behaviour and preserving a harmony between freedom of the press and moral obligations.In summary, this abstract emphasises the Press Council of India's multidimensional role in defending media freedom and integrity within the national context, while foreign organisations contribute to a larger discussion regarding media practises and their effects internationally. In the constantly changing media environment, the connections and synergies among these institutions help to emphasise the importance of ethical journalism, press freedom, and the responsible disseminating of information.

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CHAPTER 3

EVOLUTION AND OVERSIGHT OF INDIA'S DYNAMIC TELECOM AND MEDIA LANDSCAPE

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ABSTRACT:

Rapid development and revolutionary changes have resulted from the complicated interaction between media and telecoms in India, which has altered the communication environment. The numerous aspects of India's developing telecom business and its crucial relationship to other media industries are explored in this article. The emphasis includes how telecommunications enable communication through phones, the internet, and television as well as an examination of the regulatory frameworks that guarantee moral and ethical behaviour. The investigation starts with a summary of India's amazing telecoms development, where the country ranks among the top in the world for the adoption of smartphones and internet users. The Indian telecom business, which is divided into the telephone, internet, and television subsectors, has linked several locations thanks to significant technical breakthroughs. The sector's growth was shown by a jump in memberships from 37 million to over 846 million in only ten years, which prompted the creation of regulating organisations like TRAI, BRAI, and IBF to oversee this booming sector. In charge of regulating the telecom industry in India is the Telecom Regulatory Authority of India (TRAI). It was founded in 1997 and promotes ethical behaviour, openness, and fair competition while defending consumer rights and fostering a welcoming regulatory environment. Similar to this, while its foundation experienced difficulties, the Broadcasting Regulatory Authority of India (BRAI) was intended to control the broadcasting business. The Indian Broadcasting Foundation (IBF), meantime, seeks to advance the ethical standards of the sector and promote the interests of broadcasters.

KEYWORDS:

Authority, Broadcasting, Development of Telecom, Union.

INTRODUCTION

Using the phone, internet, and television for communication is the subject of telecommunications. India's telecom industry has had rapid growth over the last ten years, if we examine it.

With the third-highest number of internet users worldwide, India presently boasts the second-largest telecom market. According to the Department of Telecommunication of India (DoT), as of March 2015, India has 302.35 million internet connections. As a result, India has become the second biggest market for smartphones in the world with 220 million users.

Telephony, internet, and television are the three main subsectors of the Indian telecom sector. Using the telephone, Internet, radio, television, and satellite, India has a robust communications infrastructure that connects every region of the nation. The industry has increased more than 20 times in only 10 years, from less than 37 million customers in 2001 to more than 846 million members in 2011. Thus, groups like TRAI, BRAI, and IBF were founded in order to govern this expanding broadcasting business.

Broadcast regulatory organisations Telecom Regulatory Authority of India (TRAI)

In India, there are several companies offering telecom services. In addition, the number is rising daily. Regularisation is a need that will only grow as private service providers multiply. India's telecom industry is overseen by the Telecom Regulatory Authority of India (TRAI). On February 20th, 1997, it was established. It was created by a parliamentary act known as the Telecom Regulatory Authority of India Act, 1997. Its mandate was to oversee telecom services, including the establishment and adjustment of telecom service prices that had previously been under the control of the Central Government[1], [2].

Protecting consumer rights is only one of TRAI's responsibilities. Other duties include fostering the circumstances for the expansion of cable, broadcasting, and telecommunications services, as well as ensuring that the telecommunications industry has an open and transparent regulatory environment and fostering fair competition.On January 24th, 2000, the TRAI Act was revised and the Telecommunications Dispute Settlement and Appellate Tribunal (TDSAT) was founded. A dispute between a service provider and a group of customers, between two or more service providers, or between a service provider and a licensor may be resolved by the TDSAT, which was also established to hear and decide appeals against TRAI orders, decisions, or directions. Transparency in decision-making by giving all stakeholders a chance is a key component of the aims and objectives. providing the user with a sufficient selection, cost-effective rates, and high-quality services. fostering honest competition among service providers. Having access to high-quality cable, TV, and telecommunications services.increasing operational efficiency across the board in the sector. implementing new technologies within the boundaries of a policy that is technology-neutral. ensuring efficient communication between service providers and technological compatibility. A secretariat led by a secretary oversees the administration of TRAI. The secretary reviews all ideas. In collaboration with the Chairman, he or she plans the agenda for Authority meetings, creates the minutes, and makes rules in compliance with the proceedings. Various divisional heads provide the secretary assistance.

The Broadcasting Regulatory Authority of India (BRAI)

A similar legislative proposal to establish a regulatory organisation for the broadcasting industry was proposed at the same time as TRAI was established to oversee the telecom sector. The need for some kind of regulating organisation became vital as the broadcasting industry grew rapidly. In an effort to licence and regulate broadcasting, the Broadcasting Bill was tabled in Parliament in 1997. The Bill's stated goal was to "establish an autonomous Broadcasting Authority for the purposes of facilitating and regulating broadcasting services in India so that they become competitive in terms of quality of services, cost of services, and use of new technologies, aside from becoming a catalyst for social change, promotion of Indian culture's values, and shaping of a modern vision." However, for a number of reasons, the proposal to establish this independent regulatory authority for broadcasting was rejected. A Joint Select Committee was given the 1997 Bill, but it was never completed. The Communication Convergence happened after four years.

When the 13th LokSabha was dissolved, Bill 2001 was also presented but it too became ineffective. In order to carry out the initial plan to establish a regulator for the broadcast business, the concept of a Broadcasting Services Regulation Bill was once again proposed in 2006. The BRAI Bill, however, was never implemented, most likely as a result of industry complaints about overregulatory burdens[3], [4].

The IBF (Indian Broadcasting Foundation)

In 2016, there were 886 authorised Private Satellite TV Channels in India with current licence. There were 886 total channels, of which 399 were news and current affairs channels and 487 weren't. Indian Broadcasting Foundation was established because India needs an organisational framework to control such a growing industry and the numerous difficulties associated with it. The primary goal of the 1999 establishment of the Indian Broadcasting Foundation (IBF) was to meet the need for a productive working environment between advertisers, media purchasing firms, and broadcasters. IBF believes that television broadcasters are committed to conducting business in a culturally competent, socially responsible, and governance-bound manner. The IBF's motto is "Responsible, free-to-express digital television broadcasting for all." As an industry body, IBF defines and protects the rights of its members. As a vision, IBF wants to increase broadcaster's revenues to US$ 20 billion by 2020.Punit Goenka is the president at the moment, while Sudhanshu Vats is the vice president.

DISCUSSION

Promotes the interests of television broadcasters, encourages adherence to the strictest governance norms, organises television broadcasters to articulate a strong collective voice locally, nationally, and internationally, promotes concepts that are rapidly expanding components of media and entertainment and brings television broadcasters together to carry out these concepts, achieves consensus on critical issues, and secures the governance-bound interests of television broadcasters.

Institutions of the Media

The Indian Newspapers Society, which was established in 1939 and has its headquarters in New Delhi, is one of the organisations, institutes, or unions within the media that aid in protecting the journalists and media outlets. INS is made up of the owners, proprietors, and publishers of print media, and it primarily discusses issues pertaining to the newspaper industry.The Indian & Eastern Newspaper Society (IENS) was established at a meeting of The India, Burma & Ceylon Newspapers' London Committee on October 11, 1927. On October 4, 1935, the name was changed to "Indian & Eastern Newspaper Society" (INS). At that time, it was based in London and worked for newspapers, magazines, reviews, and other journals published in India, Burma, Ceylon, and other countries of Asia.

1. The Leader.
2. The Amrita Bazar Patriot
3. The Madras Mail
4. The Bombay Chronicle
5. The Pioneer
6. The Civil and Military Gazette
7. The Rangoon Gazette
8. The Hindu
9. The Statesman
10. The Hindustan Standard
11. The Times of India
12. The Hindustan Times
13. The Tribune

After Burma and Ceylon gained their independence and their respective titles were altered once again, the term "Eastern" was removed, and the organization's name was finally transformed to what it is known as today in 1951.

Functions

To keep a close eye on all newsprint-related developments, to maintain relationships with the business community and the government, to uphold press freedom and take up relevant issues, to offer assistance to member publications in relation to monitoring the recovery of their dues from advertising agencies and advertisers, and to solve their issues. To occasionally hold seminars and workshops for its member publications to keep up with changing technological trends[5], [6].

The INS's goals

To promote and safeguardthe business interests of members are affected or are likely to be affected by the action of Legislatures, Governments, the Law Courts, municipal and local bodies and associations or organizations commercial or formed for any other purpose and to take such steps as may seem desirable to that end. To collect information upon all topics having a practical interest for members and to communicate the same to them.To promote co-operation in all matters affecting the common interests of members.To hold periodical conferences of its members to discuss and determine action on matters of common interest. To make rules to govern the conduct of its members, to provide penalties for the infringement thereof, and to provide means of determining whether there has been such infringement. Today, INS has a three layered structure of administration with an executive body as top, then regional committee and sub-committee.The executive committee of INS represents the current 990 members from newspapers, journals, periodicals and magazines.Currently, Mr. P.V. Chandran is the president of the society.

Alternative organizations

Guild of Editors

The Editors Guild of India, the only professional organisation representing editors in the entire nation, was founded in 1977, shortly after the Emergency, and has nearly 200 members from national, regional, and local newspapers, magazines, and electronic media. The Guild's objectives were to uphold the freedom of the press and other mass media, work towards raising professional standards, protect editorial independence, and take appropriate action.The Editors Guild of India was founded in 2015, and Raj Chengappa, Group Editorial Director of India Today, was elected as its president. PrakashDube, Group Editor of DainikBhaskar, was elected General Secretary. The guild works to protect editors and journalists against laws and executive actions that restrict press freedom and gag the press. It has successfully campaigned against passing of black laws like the Defamation Bill, POTA against journalists, and Broadcast Regulatory Authority.

A Code of Conduct

The freedom of the Press and other mass media, striving for improvement of professional standards, safeguarding editorial independence and taking appropriate steps to implement and further these aims and objects. Following are main points of the guideline given by The Editor's Guild: Verify facts and weed out inaccuracies from field reports with the help of an adequate reference library which the publication/channel must maintain. Segregate facts from direct or implied comments therein and put the facts in the space/time meant for facts. Confine comment to the space/time meant for comment to identify it as comment even if it

has to be accommodated alongside the facts. Measure the right to publish against the relevant 'public interest' before according supremacy to the former. Weed out unsubstantiated allegations or innuendoes which are essential to the story or retain them only after measuring their defamatory potential. Give fair opportunity to the aggrieved party to replay or contradict, within reasonable limits.

Suppression of facts under duress is a breach of duty. Statements and facts received on non-attributable basis should not be attributed. But anonymity should not be allowed to become a cloak for the guilty. Where an apology is required, extend it readily, frankly, and with dignity. Should proceedings for defamation ensue, cover them fairly and with due regard for law.Information should not be obtained through the use of clandestine listening and photographing devices, by intercepting private telephone conversations, or through misrepresentation or subterfuge (commonly referred to as sting operations), except when justified o When reporting crime, particularly crime of sex and more so crimes involving children, utmost care should be taken to see that the report itself does not become a punishment, which may blast, a life without warrant[7], [8].

The Indian Federation of Working Journalists (IFWJ)

With over 30,000 primary and associate members working for electronic media, news agencies, and 1,260 journals published in 17 languages across 35 states and Union Territories combined, IFWJ is one of the largest journalist organisations in the world. It was established in New Delhi on October 28, 1950, and today, Overseas Indians employed on other continents are among its primary members.

The IFWJ's past

The majority of the country's journalists actively participated in the freedom struggle up until Independence in 1947; however, after Independence, the community's anti-Establishment traditions forced it to tread a different path from that of the ruling politicians. Journalists found that the time had come to form a trade union organisation of their own.Twenty-three Working Journalists Organisations that were then in existence participated in the All-India Convention.

Leading militant journalists, therefore, met at New Delhi in October 1950 and founded the IFWJ with M. Chalapathi Rau as President. The federation, at its first session in Delhi, adopted a code of conduct for its members. it also demanded an investigation into the working conditions of journalists and the repeal of the press laws. the demand was reiterated at its Calcutta session in 1952, when it formally established itself.The IFWJ's goals are to elevate the status of journalists as members of the profession, foster cooperation and understanding among working journalists, uphold the highest standards of ethical behaviour, prevent society-unrelated automation, and improve the working conditions of journalists, particularly with regard to pay, tenure of office, and conditions of service.

IFWJ's activities

The regional and territorial divisions of the IFWJ have established press clubs, press academies, reference libraries, training institutions, and study circles. The IFWJ is the sole professional association of working journalists, with branches in every city, town, and centre of publishing in India. They produce scholarly publications and participate in campaigns for human rights, environmental conservation, anti-war movements, and media studies. The international journalist movement is one in which the IFWJ is heavily engaged. Over 47 national unions throughout the globe have bilateral connections with it. The IFWJ's persistent agitations during this time produced a number of labour successes, including the 1956

adoption of India's first-ever parliamentary law, the establishing of regular work hours, the improvement of other terms of service and salary scales, and other victories in court. Other accomplishments of the IFWJ include the founding of two Press Commissions (1954 and 1980), periodic salary modifications since 1959, and the creation of a statutory Press Council.

IFWJ's organizational structure

The president of the IFWJ is chosen every three years by thousands of its main members in a countrywide direct election. A working committee with a secretary general, four vice presidents, six secretaries, a treasurer, and 17 executive members supports the president[9], [10].

Indian Journalists Union

In India, the 1970s saw a significant transformation in the journalism and press industries. The Emergency has shown the severe press restriction, which limits the right to free speech and expression. The Indian Federation of Working Journalists, the country's biggest journalist organisation to date, had a schism during this period. To protect their right to free speech, a sizable portion of militant IFWJ members founded the Indian Journalists Union (IJU) in 1989. According to the Indian Trade Unions Act of 1926, the Registrar of Trade Unions registered the Indian Journalists Union (IJU) in 1990. Thus, the IJU is the obvious heir to the country's working journalists' militant organisation and is committed to upholding its militant traditions. On December 27 to December 29, 1991, it had its first formal meeting in Ranchi. IJU's headquarters are in New Delhi. The Executive Committee of the Union is responsible for administration.

Strong Points

In practically all States and Union Territories, it has affiliates. According to the IJU's website, the organisation has around 23,000 members in total. The Press Council of India is another organisation where the IJU is well represented by its members. These institutions include the Press Information Bureau (PIB) and Press Accreditation Committees. The Indian Federation of Journalists (IFJ) is a member organisation of the IJU.

IJU's organisational structure

The Union's daily operations and finances are managed by the National Executive Committee. One President, two Vice Presidents, a Secretary General, four Secretaries, a Treasurer, and 13 elected National Executive Committee (NEC) members make up the organisation. The NEC manages the Union's finances and day-to-day operations. Every two years, a national conference is held.

The Union works to improve working conditions for journalists, particularly salary, tenure of office, and conditions of service, as well as to prevent socially unrelated automation. It also promotes and maintains the highest standards of professional conduct and integrity. It builds up and manages funds for the provision of legal aid, unemployment benefits, retirement benefits, and death benefits of an employee.

To fight for and advance legislation that will protect working journalists; to ensure that they have access to nationwide training opportunities and regular exchanges with journalists abroad; to ensure that working journalists are represented by representative organisations on delegations sent abroad by the Indian government or any state governments, as well as on any commissions or committees these governments have established.

National Journalists Union

Eminent journalists established the National Union of Journalists on January 23, 1972 in New Delhi. The first national convention of NUJ (I) was officially opened on January 23, 1972, in New Delhi. And a distinguished jurist addressed it. M.C. The event was presided over by Chagla and Frank Moraes, a well-known journalist from The Indian Express. The group was founded to defend the rights of media professionals and to set high standards for journalism.

The NUJ(I) has stood up and fought for bettering the financial conditions of journalists, promoting their professional and trade union rights, press freedom, journalistic ethics, and disentangling press ownership from other industries. It has also protected and defended journalists from a variety of internal and external attacks on their independence. The NUJ(I) and its representatives have made contributions to a number of statutory and executive entities, including the Press Council of India, wage boards for working journalists, a committee on journalist pensions, and press accreditation committees at the federal and state levels, among others.

The National Union of Journalists (India) was founded with the following goals and objectives: to advance, protect, and uphold the professional interests, welfare, and position of working journalists; to advance and uphold the highest standards of professional conduct and integrity. To protect and advance the rights of journalists generally, and to assist members in finding employment when necessary; To work towards improving the working conditions of journalists, particularly with regard to pay, remuneration, conditions of service tenure of office, allowances, and facilities and privileges for the proper discharge of their responsibilities without fear or favour.

To establish and maintain libraries for the use of its members; to collect, classify, and distribute statistics and other information relating to the Press; to do all things conducive to the growth of a free Press; to conduct, maintain, and publish journals on behalf of the NUJ(I); to own, maintain, and operate an archive; to promote amenities for recreation and scope for social and cultural activities; to establish and maintain libraries for the use of its members.To acquire property of every kind, sell, mortgage, or otherwise alienate or convert it into money, or to establish, maintain, or conduct trusts in respect of them, or to administer and manage trusts for the benefit of its members; To conduct the affairs of the NUJ(I) and its constituent units on trade union lines without external political control or influence; To ensure that journalists are represented via their respective organization or delegations that the Government of India or any State Governments send overseas.

CONCLUSION

Notably, the article also discusses significant organisations that influence India's media environment. The Indian Newspaper Society (INS), established in 1939, offers print media owners and publishers a forum to discuss issues facing the sector. Along with information on the Indian Federation of Working Journalists (IFWJ), the Indian Journalists Union (IJU), and the National Union of Journalists (NUJ-I), the Guild of Editors is emphasised for its dedication to press freedom and ethical standards.The article's conclusion emphasises how telecommunications and media work in tandem to reshape society and provide both possibilities and difficulties. In India's dynamic media ecosystem, responsible and creative communication practises are being shaped in large part by the cooperative efforts of regulatory organisations, business associations, and media professionals.

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CHAPTER 4

MEDIA ASSOCIATIONS: NAVIGATING THE LANDSCAPE OF JOURNALISM AND BROADCASTING IN INDIA

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ABSTRACT:

A wide range of media groups that represent the interests and objectives of many industry players define and direct the landscape of journalism and broadcasting in India. These organisations are essential in promoting moral behaviour, career advancement, and industry standards. These organisations promote cooperation, self-regulation, and the professional progress of media practitioners, from news broadcasters to advertising companies. This abstract investigates the importance of media associations in India by examining their functions, goals, and effects. It lists significant groups that have shaped the media environment, including the News Broadcasters Association (NBA), Advertising Agencies Association of India (AAAI), and Indian Women's Press Corps (IWPC). These organisations jointly contribute to a more dynamic, responsible, and inclusive media ecosystem in India by negotiating the complex terrain of journalism and broadcasting.

KEYWORDS:

Broadcasting, Journalism, Media, News, Organization.

INTRODUCTION

These organisations' proactive efforts to advance gender inclusiveness, fair competition, and responsible reporting demonstrate their dedication to social advancement. Furthermore, in an era of digital revolution and heightened public scrutiny, their attempts at self-regulation are in line with the changing expectations of media consumers and stakeholders.Media associations will unavoidably encounter new difficulties as technology continues to change the media environment. These could include negotiating the complexity of digital media, dealing with the dissemination of false information, and making sure the rights of journalists are protected. In order for media associations to successfully traverse these difficulties, they will need to be flexible, collaborative, and persistent in their adherence to their essential values.

The News Broadcasters Association

The private television news and current affairs broadcasters are represented by the News Broadcasters Association (NBA). It is the voice of all Indian news and current affairs broadcasters, and it is a membership-based organisation. According to the website, there are now 59 news and current affairs channels represented by 23 of the top news and current affairs broadcasters. Before the government, the NBA speaks with a cohesive and trustworthy voice on issues pertaining to the expanding sector. The purpose of NBA is to function as the private news and current affairs broadcasters' eyes and ears, to advocate on their behalf, and to serve as a focal point for coordinated action on important issues[1], [2].

To advance, support, assist, encourage, develop, safeguard, and promote news broadcasters' interests in the Indian television industry and other connected companies. To increase understanding among its members and the general public about the most recent advances in the television business that pertain to news broadcasting. To provide the members a meeting space that will allow them to collaborate to accomplish shared objectives for the

improvement of their industry as a whole, as well as to have a common venue where they may voice their complaints and find answers. In order to maximise advantages for all parties involved, it is important to foster cooperation among members as well as amongst those involved in the creation and transmission of television software. to defend all of its members against those who engage in unfair, unethical, or fraudulent behaviour or who seek to harm the reputation of the television business. A prior NOC or clearance from the relevant authorities shall be obtained whenever necessary before any of the Company's objectives are carried out. None of the primary goals may be achieved on a commercial basis.

Activities of NBA:

The objects of the Authority shall be to lay-down and foster high standards, ethics andpractices in news broadcasting, including entertaining and deciding complaints against or inrespect of broadcasters in so far as these relate to the content of any broadcast.In discharging its functions as aforesaid theAuthority shall act consistently with the following precepts: To maintain and improve the standards of broadcast, and maintaining the independence of broadcasters, television journalists and/or news agencies ; To ensure compliance by broadcasters, television journalists and news agencies with the Code of Conduct and adherence by the said persons to high professional standards; To ensure the maintenance of high standards of public taste and fostering a due sense of both the rights and responsibilities of citizens; To foster and encourage the growth of a sense of responsibility and public service among all those engaged in and associated with the profession of television journalism and business of broadcasting; To keep under review and scrutiny any developments likely to or having the tendency to restrict the gathering, supply and dissemination of news of public interest and importance. On its website, the NBA has provided broadcasters with a comprehensive code. The following are some important reporting codes:

The reporting must be accurate, balanced, and impartial. Errors must be clarified and remedied right away. Additionally, channels should make an effort to avoid airing material that is blatantly libellous or defamatory. TV news programmes must uphold objectivity by giving all parties, participants, and actors in a disagreement or conflict an equal opportunity to voice their opinion. Given the influence and audience that news channels have, it is especially important that they exercise restraint to prevent any reports or visuals from encouraging, glorifying, glamorising, inciting, or positively portraying crime and violence and its perpetrators, regardless of ideology or context. No woman or child who has experienced sexual assault, aggression, trauma, or has been a witness to such behaviour shall be portrayed on television without appropriate effort being made to disguise the identity, according to the stations.

News stations will take care to avoid displaying male or female nudity in its natural state. Additionally, channels will not air pornography, use sexually explicit language, or depict graphic sexual behaviour, sexual perversions, or violent actions like rape or molestation.Generally speaking, channels are forbidden from prying into people's private lives or personal concerns unless there is a clearly established, wider, and discernible public purpose in doing so.Endangering national security: All news stations will use specified vocabulary and maps that are required by law and Indian government regulations when using any terminology or maps that reflect India and Indian strategic interests. (Thedepiction of the map of the area of India shall match governmental guidelines, as specified in officialliterature). Additionally, news outlets won't permit broadcasts that support separatist parties and interests or divulge information that jeopardises lives and national security. However, reporting on instances of national security breaches and flaws is in the public

interest and should not be misconstrued with harming national security.In order to prevent viewers from being misled into adopting these beliefs and practises, news networks will make public disclaimers before airing any news regarding this genre. They will also not broadcast any content that in any way praises superstition and occultism. Sting operations: As a general rule, news outlets should only use sting and undercover operations as a last choice in an effort to provide viewers with thorough coverage of any news issue. In the recording of any sting operation, news networks will not tolerate explicit material, the use of drugs and psychoactive substances, or any act of aggression, intimidation, or bias. On their websites, all news channels will have a section for user comments. Any further complaints from particular viewers will get attention[3], [4].

The Broadcast Education Association

BEA was once known as the Association for Professional Broadcast Education when it was founded in 1955. In 1973, the present name was chosen.For educators, students, and professionals, it is an academic media organisation that "drives insights, excellence in media production, and career advancement." BEA is focused with electronic media curriculum, emphasising connections between the goals, advancements, and industry practises while transferring this knowledge to aspiring professionals. Members of the organisation, which trains students to work in the radio and television industries, have a variety of interests in telecommunications and electronic media. Currently, there are about 2,500 individual members, including academics, students, and media professionals, and over 275 institutional members, including departments and schools from colleges and universities. It acts as a platform for the presentation, analysis, and discussion of socially significant topics in order to raise members' knowledge of these issues and their implications, which will eventually assist students in becoming more thoughtful practitioners. Stations, producers, cable systems, advertising agencies, legal firms, and other business professionals that support BEA's objectives and share its interests are eligible for corporate memberships. The Journal of Media Education is also published by BEA.

DISCUSSION

Association of Advertising Agencies of India

In India, the advertising sector is quite large. The "Advertising Agencies Association of India" (AAAI) was established at the national level in 1945 to protect the interests of the profession and maintain its high standards. Through its fundamental principles, which support ethical business practises between advertisers, advertising agencies, and the different media sources, the Association fosters professionalism.Today, AAAI is a representative organisation with many small, medium, and large-sized agencies as members, which together represent about 80% of the advertising market in the nation. As a result, it is acknowledged as the leading organisation in the advertising sector and the government, as well as media owners and their groups.

History: In order to establish it as a corporation in 1945, four Calcutta-based agenciesD J Keymer, General Advertising Agency, J Walter Thomson Co., and Press Syndicateas well as three Bombay-based agenciesAdarts, Lintas, and National Advertising Servicesigned the paperwork at the Registrar's office.

The Office of Charity Commissioner, Mumbai registered AAAI as a charitable trust in 1981 after it had previously been registered as a society under the Societies Registration Act, 1860, on September 24. From only seven agencies, AAAI has expanded to include more than 100 advertising firms today.

Principal Goals

to assist guarantee that advertising is truthful and appropriate while also working to benefit Indian consumers and safeguard their interests. To encourage commercial and industrial activities while also helping Indian advertisers by boosting their sales, growing their sales, and improving efficiency & profitability.to develop ethical business practises between advertisers, ad agencies, and each of the different media owners in order to benefit the media. To challenge wasteful and expensive advertising, to enable small business growth via advertising and competition with the largest, to promote market and media research, and to serve society by fulfilling its social obligations. In order to provide a unified front against unjustified criticism of or limits on advertising, as well as to maintain the reputation of the advertising profession. collaborating with governmental agencies when discussing issues like taxation, radio and television advertising, legislation, political campaign advertising, restrictions on pharmaceutical, cigarette, or alcohol advertising, as well as other delicate and difficult topics[5], [6].

AAAI's organisational structure

The Executive Committee, a President, a Vice-President, an Honorary Secretary, an Honorary Treasurer, and a full-time Secretary General, together with his staff, provide active, volunteer services to the AAAI. Each year, the General Body, which is made up of a representative from each agency member of the Association, elects the President and other office holders. All zones and groupings of agencies (by size) are represented on this committee, and certain members are co-opted to the Executive Committee. The aforementioned group is supported by a number of subcommittees and task committees, each of which oversees a particular area of association activity, as well as regional convenors, who organise the activities of members throughout the nation.

The Indian Advertising Standard Council (ASCI)

In India, one of the industries with the quickest growth is advertising. To target customers with advertising, thousands of adverts are produced each year at a cost of enormous sums of money. The need for self-regulation arises as a result. The advertising industry's self-regulatory voluntary organisation is called the Advertising Standard Council of India. It was founded in 1985 and is dedicated to promoting self-regulation in advertising to safeguard the preservation of consumer interests. Advertisers, Advertising Agencies, Media (including Broadcasters and the Press), and others like PR Agencies, Market Research Companies, etc., were all supportive of ASCI's formation. The Consumer Complaints Council is the lifeblood of ASCI. The tireless efforts of this group of well-respected individuals have greatly accelerated ASCI's work and the drive towards self-regulation in the advertising industry. The mission of ASCI is to preserve and improve the public's trust in advertising. According to their guidelines, all advertising content must be accurate, legitimate, and honest, respectable and not objectify women, safe for customers, particularly children, and fair to their rivals.

ASCI's self-regulatory guidelines

It represents a dedication to truthful advertising and to competitiveness that is just in the marketplace. It stands for the defence of the rights of consumers and everyone involved in the advertising industry, including advertisers, media outlets, advertising agencies, and other parties that assist in the design or placement of commercials. Advertisements must be honest, fair, and not disparaging of rivals. should not be copied or deceptive. Publicly inoffensive: Compliant with commonly recognised norms of appropriateness and public decency. Fair

competition serves both the consumer's demand for information about available options and the rules of commonly recognised competitive corporate behaviour. No advertising shall be used arbitrarily to promote goods that are dangerous or damaging to society or to people, especially minors, to an extent that is unacceptable to society as a whole.

Guild of advertisingagencies:

The Advertising companies Guild was founded in 2002 by twenty Delhi-based small and medium-sized companies. Crayons Advertising, Crescent Communications, Centum Advertising, Chiranjan Advertising, Arms Communications, Pamm Advertising, Appeal Advertising, Cencer Advertising, UshakKaal Communications, Dhar&Hoon, Akshara Advertising, Themes Communications, Rana Bharat Mktg & Advt., and Critique Communication are among the 20 members of this group. AAG's mission statement is to resolve, promote, support, and expand the advertising industry on a single platform while maintaining complete openness. Kunal Lalani, the managing director of Crayons Advertising, served as the organization's first president[7], [8].

Women In the Media

The need for creating a supportive atmosphere for women increased as more women entered the traditionally male-dominated field of journalism. Thus, the female journalists began banding together to defend their rights.Indian Women's Press Corps (IWPC) is a well-known organisation of female journalists. It was established in 1994 with the goal of assisting female journalists in their professional endeavours, advancing their knowledge and abilities, and providing a place for networking. Any Indian woman journalist who has worked for three years in either print or electronic media is eligible to join. A freelance journalist must regularly contribute to several publications in order to join. Foreign reporters who are temporarily located in India are also welcome to apply if they meet the requirements listed above. The facility, which is conveniently placed in New Delhi, has integrated itself into the media landscape of the city. More than 700 journalists, including reporters, editors, producers, anchors, and camera operators from print, television, and the web, are now members. As part of its professional efforts to further its purpose, IWPC organises background briefings, seminars on a regular basis, and press conferences with prominent news figures.Devoted to serving as a resource for members and the industry and expanding the influence of women in the media. IWPC is a non-profit, impartial organisation that promotes professional development for women journalists. to establish a strong media network by increasing the visibility of women's voices and bylines.

Due to technical improvements and the advent of digital media, India has seen considerable changes in the journalism sector, similar to many other nations. The development of social media and the internet has changed how news is consumed and shared. For journalists, this change has brought up both new chances and difficulties. Real-time reporting, multimedia storytelling, and more audience involvement are now possible thanks to digital journalism. Now that there is access to a worldwide audience, journalists may experiment with cutting-edge forms like podcasts, video journalism, and interactive storytelling. But technology has also created difficulties, such the proliferation of false information and the have to deal with moral conundrums in the digital age.Despite these difficulties, there is still a strong need for high-caliber journalism. In a democratic country like India, journalists continue to play a critical role in educating the public, holding those in power responsible, and influencing public opinion. By unearthing stories that need to be shared and by giving voice to the disadvantaged and underrepresented, journalists may effect good change[9], [10].

Admission Tests for Journalism Programmes

The majority of Indian schools and universities that offer journalism programmes normally require applicants to pass a written entrance test before moving on to the personal interview stage. Candidates' knowledge and aptitude in a number of areasincluding English, logical reasoning, current affairs, general awareness, and media awarenessare evaluated in the written test. It is important to keep in mind, too, that some colleges also provide applicants immediate admission depending on how well they performed on the prerequisite test, such as Class XII or graduation. Here are a few of the well-known tests taken as entry requirements for journalism programmes.

Jamia Millia Islamia Entrance Exam

This test, which is administered by the university, is the entry point for enrollment in its journalism programmes.

For its many media and communication programmes, including journalism, the Xavier Institute of Communications, in Mumbai, administers the XIC OET (Xavier Institute of Communications Online Entrance Test.

Indian Institute of Mass Communication (IIMC) admission test

IIMC holds an admission test to choose students for its esteemed journalism programmes at several campuses around India.

Asian College of Journalism Entrance test

1. To assess applicants' aptitude and knowledge for admission to its journalism programmes, ACJ administers an entrance test.
2. The Department of Communication and Journalism (DCJ) at Pune University holds an admission test to choose students for its mass communication and journalism programmes.
3. For admission to its journalism and public communication programmes, Guru Nanak Dev University administers the GMCET (Guru Nanak Dev University Communication and Entrance Test).
4. For admission to a variety of programmes, including media and public communication, Jawaharlal Nehru University administers the JNUEE (Jawaharlal Nehru University Entrance Exam).
5. For admission to its journalism and public communication programmes, Christ University, Bangalore, administers the CUET (Christ University Entrance Test).
6. The University of Delhi administers the DUET (Delhi University Entrance Test) to applicants seeking admission to its journalism and mass communication programmes, which are provided by a number of associated institutions.

Journalism's significance in Indian society

By performing a number of key duties, journalism serves a crucial duty in Indian society.

Public Education

Journalism educates the public by providing accurate and trustworthy information about the events, concerns, and laws that have an impact on their daily lives. It enables individuals to engage in democracy and make educated judgements.

Accountability is encouraged by journalists, who serve as watchdogs and hold people, organisations, and the government responsible for their deeds. Investigative reporting helps journalists reveal wrongdoings such as power abuse, corruption, and other issues.

Giving Voice to the Voiceless

By amplifying the voices of disadvantaged groups, journalism makes their concerns and stories heard. It raises awareness of societal inequalities, prejudice, and breaches of human rights, igniting debate and fostering change.

Journalism encourages transparency by encouraging information availability and ensuring that the general public is aware of government directives, civic projects, and business practises.

Giving Voice to Diverse viewpoints and ideas

Journalism gives voice to many viewpoints and ideas, promoting discussion and public dialogue. It promotes discussion on important subjects and aids in forming public opinion.

Maintaining Democracy

The foundation of democracy is a free and independent press. The protection of democratic institutions, the advancement of free expression, and the sustaining of democratic principles all depend on journalism.

Difficulties in journalism

While journalism in India has a wide range of applications, it also confronts a number of difficulties:

Misinformation and Fake News

The internet age has made it simpler to transmit false information and fake news. The problem for journalists is to fend against incorrect information while maintaining the veracity and trustworthiness of their work.

Threats to Press Freedom

While covering controversial topics, journalists in India often experience threats, intimidation, and violence. A healthy and democratic society must allow for free speech, and protecting journalists' safety and independence is critical.

Commercial pressures

The media sector depends on advertising money, which may influence editorial judgements and jeopardise the objectivity of reporting. Journalists have to strike a balance between serving corporate interests and providing objective news.

Lack of Diversity

The media industry needs more outstanding representation and diversity. It is crucial to make sure that voices from different groups, genders, and regions are fairly reflected in the media.

Journalists often encounter moral quandaries while covering sensitive issues or handling private material. In such circumstances, upholding moral principles and preserving integrity are essential.In spite of these difficulties, Indian journalism is still developing and adapting to the shifting media environment. As long as there is a need for trustworthy, fair, high-quality media, there will be jobs for committed and competent journalists.

Social media's significance in journalism

Despite what many purists would claim, social media and journalism work hand in hand, and our society's rising digitalisation has only benefited this industry. In fact, we would claim that social media permanently altered the journalism industry. You ask, how is that? Let's look into it.

Social media's significance in journalism

According to appearances, journalists not only gain from the visibility that digital surroundings deliver, but they also have access to an infinite amount of information. Additionally, since there are so many different platforms and millions of interactions going on, people in this industry must be online to keep current. On the less positive side, there is a deluge of false information and fake news on the Internet and social media. It might be difficult to distinguish between reality and fiction in the digital abyss since nothing can be fact-checked. Nevertheless, social media has greatly benefited the journalism industry despite these obstacles.Taylor Goodman from Media Update examines how social media has changed journalism in this article. Let's look into it:

Social media aids in the reputation-building of journalists.Even if it might be hard to picture a world without social media, it wasn't that long ago when journalists needed to break ground in their industry or get significant honours to establish a strong reputation.Nowadays, because to how quickly information spreads online, it's much simpler to establish a brand for oneself. You may easily share a news story as soon as it is reported, or at the very least, as soon as you write an article on it. You may consistently distribute your writing and amass a following of devoted readers by positioning yourself as a reliable source of knowledge and information for your followers. After all, the majority of periodicals now include writer biographies with their social mediahandles.

On their social media sites, it need not be completely business, however. Social media may help journalists build closer relationships with their audience. They may connect with others in their area, engage with readers about their material, and exchange ideas on hot issues. A journalist's chances of becoming well-known in their field and among the general public increase with more social media activity. Social media enables publishers to reach a wider audience.Nowadays, social media is used by everyone, which implies that the potential customer base is almost endless. After all, 3.96 billion people are expected to be using social media globally by 2018. Insert "mind-blown" emoji here).

With such a large audience of prospective readers, newspapers and journalists have the chance to share their material on social media and reach thousands, if not millions, more people. For instance, Twitter is regarded as the supplemental social media network for publishers and journalists since it allows them to disseminate breaking news as it occurs. Because of this, plenty of customers utilise this platform to keep up with breaking news or to provide their opinion when something is hot. You may expose your work to a vast audience of readers and gradually widen your reach by publishing accurate and genuine material that consumers are hungry for. Social media facilitates more varied dialogues.Everyone and their mother is active on social media, as was previously noted. This implies that a variety of social groupings inhabit these online spaces, each of which brings something special to the table. You are surely well aware of how crucial it is to continually learn new things and broaden your horizons as a writer. Journalists should be on platforms like Twitter and Facebook because they are popular and have a lot of discourse.

CONCLUSION

To sum up, media organisations play a crucial role in directing the development of journalism and broadcasting in India. These organisations act as conduits between different parties involved, offering a forum for discussion, teamwork, and mutual improvement. The curators of moral standards, business norms, and professional development include the News Broadcasters Association (NBA), Advertising Agencies Association of India (AAAI), Indian Women's Press Corps (IWPC), and other like groups. By respecting the values of veracity, openness, and diversity, these organisations support a media environment that educates, engages, and represents the many voices of the country.In essence, media associations are the engine that propels a responsible, vibrant, and powerful media sector. They are more than simply organisations that serve to connect industry participants. Their commitment to promoting professionalism, defending moral standards, and amplifying varied viewpoints is in line with the larger objectives of a democratic society. Media associations in India play a crucial role in influencing the narrative, educating the people, and advancing the country as they negotiate the complex world of journalism and television.

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CHAPTER 5

EVALUATION OF GOVERNMENT INFORMATION SYSTEMS

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ABSTRACT:

The assessment of government information systems is crucial to maintaining efficient administration, openness, and the provision of public services. In a world that is becoming more and more digital, where governments use technology to improve public involvement and expedite operations, evaluating these information systems is essential work. In-depth discussion of the many aspects and approaches related to assessing government information systems is provided in this abstract. A thorough review of variables including system functioning, data security, user experience, scalability, and alignment with policy goals are all part of the assessment process. Governments may pinpoint their information systems' advantages, disadvantages, and potential for development by performing rigorous analyses.The abstract also emphasises the difficulties in assessing government information systems. Navigating complicated technical environments, guaranteeing data privacy and protection, and assessing the systems' effects on service delivery and citizen satisfaction are some of these obstacles. A multidisciplinary strategy including expertise in technology, governance, and data management is necessary to overcome these obstacles. The advantages of doing an efficient assessment are also emphasised in the abstract. Positive results include better resource allocation, greater decision-making, higher accountability, and improved system performance. Furthermore, a well-run assessment process helps governments to decide on system improvements, changes, or replacements with knowledge, eventually resulting in more effective and citizen-focused governance.

KEYWORDS:

Government, Information,Press Information,Strategies, System.

INTRODUCTION

Systems that assist humans at the operational level are referred to as operational systems. They are distinguished as being transaction-based, cycle-processed, and often working in the present. In other words, the transactions are gathered and handled on a regular basis. These transactions resulted in the creation of files that reflect the accumulation period and are intended more for processing speed than for information output. Each system-supported function is often referred to as an application. Operational systems are constructed function by function or functional collection by functional collection.Public sector statistical data processing systems, accounting systems, payment processing systems, revenue systems, customs systems, and similar systems are examples of typical operational systems in a government.

Informational management systems

At this level, the organization's daily operations are facilitated and controlled by systems that are created on a client-specific basis. These systems are typically controlled by the user and are tailored to the requirements of the user client.Management information systems often develop from the operational files of the government body and are more horizontal in nature and have a larger foundation. The management information systems do have applications, but

they are more reportive than processing in nature. The control, coordination, and planning functions are given perspectives of the company using the organised and ordered data[1], [2].

Financial management information systems, personnel management information systems, external finance management information systems, program/project management information systems, civil registration information systems, enterprise registration information systems, motor vehicle registration information systems, passport management information systems, patent management information systems, land management information systems, and police information systems are a few examples of management information systems in a government.

Systems that assist in choosing decisions

The focus of using decision support systems is on helping decision makers in order to improve the efficacy of their decision-making processes. Decision support systems are often used in strategic and sporadic tactical contexts. A data base management system, a model-based management system, and a conversation generating and management system are the three main parts of a decision support system. Obviously, operational and managerial information systems already in place inside organisations serve as the foundation for most decision support systems.These systems are projective in nature and retrospective in that they are preoccupied with the past and extrapolate future patterns from historical data. Data used in decision support systems often has a lower degree of precision and is more statistically focused. In other words, they prefer to consider the whole picture rather than specific incidents.

Information systems for planning at the national, sectoral, and local/regional levels, information systems for natural resources, information systems for laws and regulations, information systems for science and technology, information systems for social and economic policy, information systems for demography, information systems for manpower, information systems for executive decision-making, and so forth are examples of decision support systems in government. Expert systems and artificial intelligence have progressed quickly as instruments to aid in decision-making.

Government is a complicated structure that involves numerous ministries cooperating with one another to develop and execute policies for the benefit of the nation. The government makes several policy choices and is active on numerous fronts. Therefore, each kind of government requires a suitable information system to interact with its people. The Government Communication and Information System's mission is to coordinate, facilitate, and strategize all government communication while offering the general public a cost-effective communication service.

Government information systems are required because private or commercial media cannot see above their own financial interests and may thus choose to disregard news from the government[3], [4].

System For Government Information

Government information system is required.The main justifications for why every government requires an information system are as follows:to influence the people to support the government. to enlighten the public on its policies, choices, and accomplishments. to assess the public's opinion. to strengthen ministries' coordination, communication, and cooperation. to foster harmony among the people. to maintain control over criticism and opponents.

Information system organizational structure

The Government of India's Ministry of Information and Broadcasting (Ministry of I&B) is the primary agency for developing and enforcing laws and rules pertaining to information, broadcasting, the press, and filmmaking in India. The three main pillars of the I&B ministry might be information, broadcasting, and films. Numerous divisions and sections under the heading "Information" operate autonomously while coordinating with the directives provided by the ministry.

DISCUSSION

An information system for managing data, applications, and resources for governmental organisations and agencies is known as a government information system (GIS). It is made to help with the timely and effective provision of governmental services. Assets like infrastructure, land, and facilities may be tracked and managed using a GIS. It may also be used to track occurrences, such crises or natural disasters, and react to them.Government information systems come in three different varieties. It alludes to the infrastructure supporting the most senior members of an organisation. Systems for managing information are more horizontal in nature and have a wider reach. The business's control, coordination, and planning operations may be seen thanks to the data's organisation and arrangement. It is crucial to help decision-makers while using decision support systems. The three main parts of a decision support system are a data base management system, a model-based management system, and a conversation generating and management system. As decision-supporting tools, artificial intelligence and expert systems have advanced significantly in recent years.Software that assists in the organisation and analysis of data makes up an information system. An organisation may utilise an information system to convert unusable data into information that can be used to make strategic choices.In its most basic form, an information system comprises of devices like computers, databases, networks, and smartphones.

Government information systems include management, operations, and decision-making support systems.Information and communication technology usage has a significant impact on governments in a number of ways. ICT usage enhances responsiveness in the first place by facilitating the quick sharing of best practises and knowledge. The second benefit of ICT is that it facilitates quicker decision-making by streamlining administrative procedures. Finally, ICT may contribute to better governance by raising the quality of information accessible to decision-makers and encouraging accountability and openness. Governments may promote the use of ICT by offering online services and using cutting-edge technology themselves. Governments may be able to provide online services like heath information and tax filing. By using cutting-edge technology to connect with their constituents, like social media, governments may also enhance their own operations. Additionally, through sponsoring research and development, governments may contribute financially to the construction of the information and communication technology infrastructure. ICT's initial benefit is its capacity to exchange best practises and communicate knowledge more swiftly. By implementing a variety of actions, governments may promote the use of information technology and increase the efficiency of their operations. New technology may be utilised to enhance operations and provide online services.

Governments may also contribute money to the construction of the infrastructure needed for information and communication technologies. By encouraging individuals to utilise it, governments may also encourage the usage of information and communication technologies[2], [5].

BUREAU of press information:

The Press Information Bureau (PIB) is the central government body responsible for informing the print and electronic media about initiatives, activities, and accomplishments of the Indian government. It acts as a conduit between the government and the media and informs the government of the public's opinion as expressed in the media. Press releases, press notes, feature pieces, backgrounders, photos, and the database accessible on the Bureau's website are just a few of the ways IB communicates. The information is published in English, Hindi, and Urdu before being translated into other Indian languages and sent to 8,400 newspapers and media outlets throughout the nation. Additionally, it arranges press conferences, press briefings, interviews with ministers, secretaries, and other senior officials to inform the media on significant government policy efforts. The Bureau also organises press tours to noteworthy project locations so that the media may get a firsthand perspective of the nation's ongoing development.

Organisation Establish the PIB's objectives

to collect and contrast fundamental data on issues of national importance. to provide information and reference services to the Ministry of Information and Broadcasting's media divisions. to assist the Ministry of I&B and its Media Units with their research on topics of interest. to create reference materials for use by the press and officials using the information available with other media divisions. to provide packaged material to authorised researchers, academic institutions, and other organisations on demand, including members of the Indian and international media. to create and publish newsletters, academic journals, reference books, and other publications, such as "India - A Reference Annual," "Mass Media in India," etc. for IIS officers and other professionals, to create and carry out in-service training courses. to supervise the instruction IIS Probationers are receiving at IIMC. to hold seminars, workshops, and panel discussions to upgrade the skills of different media units. to establish channels of communication to coordinate the work of different media units and help them effectively communicate the goals, policies, and programmes of the Indian government.

PIB's activities

It informs the media on the policies, projects, initiatives, and decisions of the government. Additionally to setting up press conferences, it also writes backgrounders and press releases. To provide additional information to the media, it organises press tours to the site of government projects, factories, or programmes. Officers from the Bureau who are connected to other Ministries and Departments also provide input to such Ministries and Departments. The Feedback Cell at PIB creates Daily Digests and Special Digests for Ministries' usage based on news articles and editorials from National as well as Regional newspapers and magazines as part of the Special Services. At the Headquarters, the PIB accredits media representatives, including international journalists. This makes it easier for them to get data from official government sources.

The Research, Reference and Training Division was established in 1945. It serves the Ministry of Information and Broadcasting as an information service agency. It functions as a media units' information feeder service as well as an information bank.

The section supports ministry programming and marketing initiatives. Additionally, it keeps up a reference and documentation service on mass communication while researching trends in mass media and communication. In cooperation with the Indian Institute of Mass Communication (IIMC), the Division also oversees the training of Indian Information Service (IIS) personnel[6], [7].

Division of publications

The ministry's publishing division is called the Publications Division. It started in 1941. It releases books and periodicals that emphasise vital topics for India's future as well as its rich cultural past. The organization's primary goal is to protect national heritage and promote it via the creation and distribution of high-quality reading materials at reasonable costs. It produces books in regional languages, including Hindi, English, and others, and distributes them via a nationwide distribution network. For serious students of Indian history and culture, its works on art, culture, Buddhist literature, paintings, dance, and music, as well as on the freedom fight and national and cultural leaders, are regarded as important reading material. Some examples of the division are the children's magazine Bal-Bharati, the development-related Yojana, and the rural development-related Kurukshetra.

Photo Division

The Photo Division is an independent media organisation that protects and upholds the government's visual history. This is the largest photography-related manufacturing facility of its sort in the nation. It was created on October 6th, 1959, when two separate PIB and Publication Division units were combined to form an integrated photo unit. In the early 1960s, the name was changed to Photo Division. The Division completes 4000 News and Feature assignments yearly, on average.About one lakh negatives, digital pictures, and transparencies were handled. The Division now covers assignments in digital format, converts all conventional images to digital format, and distributes photographs as quickly as possible throughout the nation for publishing government policies and programmes. This is thanks to the creation of the "News Photo Network."

RNI, or the Register of Newspapers for India,

The Press and Registration of Books Act, 1867, and the Registration of Newspapers (Central) Rules, 1956, both oversee the printing and publication of newspapers and periodicals in India. This work is overseen by the Registrar of Newspapers for India, who keeps track of all print media publications in the country. The RNI is led by the Press Registrar. The First Press Commission's 1953 suggestion and an amendment to the Press and Registration of Books Act 1867 led to the establishment of RNI on July 1st, 1956. RNI considers all publications that have been registered in India[8], [9].

Features of RNI

creation and maintenance of a Register of Newspapers that includes information on all of the publications. issuing certificates of registration to publications that have made legally binding declarations; Examining and analysing the annual statements that newspaper publishers are required to send to the District Magistrates under Section 19-D of the Press and Registration of Books Act each year with information on circulation, ownership, and other statistics; Notifying intending publishers of the availability of titles so they can file declarations; Ensuring that newspapers are published in accordance with the Press and Registration of Books Act of 1867 and the Rules made thereunder. verification of the circulation claims provided by the publishers in their Annual Statements in accordance with Section 19-F of the PRB Act; and A report including all pertinent data and statistics concerning the Indian press must be prepared and submitted to the government on or before December 31 of each year. This report must specifically address new patterns in circulation and the movement towards shared ownership units, among other things.Newsprint allocation policies and guidelines are created, and newspapers are given eligibility certificates so they may buy local newsprint and

import it. evaluating and approving newspaper production facilities' key requirements for importing printing, composition, and related equipment.

The assessment of government information systems is crucial for contemporary governance, to sum up. It enables the optimisation of technological investments, promotes evidence-based decision-making, and strengthens public confidence. A strong assessment framework is essential for developing smooth, safe, and efficient information systems that meet the demands of residents and stakeholders as governments continue to use technology to improve public service delivery. In order for government to be effective and responsive in the digital age, government information systems (GIS) assessment is essential. The assessment of these information systems becomes more important as governments throughout the globe depend more on technology to improve public services, decision-making, and transparency. The significance of assessing GIS is explored in this abstract, along with its many aspects and approaches. System functioning, data security, user experience, scalability, and alignment with policy goals are just a few examples of the elements that may be evaluated effectively. Governments may pinpoint the advantages, disadvantages, and areas for improvement in their information systems via thorough study. The difficulties in evaluating GIS are also highlighted in the abstract. These difficulties include navigating complex technical environments, guaranteeing data privacy and protection, and assessing how the technologies affect service provision and public involvement. A multidisciplinary strategy including expertise in technology, governance, and data management is required to overcome these obstacles[10], [11].

DFP, the Directorate of Field Publicity

The Directorate of Field Publicity section promotes the government's different activities and policies. Field Publicity was established in 1953 with 32 Field Publicity Units under the control of four Regional Offices. After the Sino-Indian War in 1962 and the Indo-Pak War in 1965, there were some significant changes in the approach and operation of DFP. It now has a network of 207 Field Publicity Units working under the control and supervision of 22 Regional Offices. The urgent necessity to raise the nation's morale and psychologically prepare the populace to face any external danger made it vital. As a result, 33 further new units were developed in 1965 and 34 more in 1963 specifically for publicity in border regions. Currently, 61 of the current 207 Field Units' strength are Border Units. The field publicity unit spreads knowledge about government programmes and policies, creates awareness, and influences people's attitudes. Additionally, it gathers comments, serving as a conduit between the public and the government.

Distribution by song and drama

In 1960, Song & Drama Division, a subsidiary of the Ministry of Information & Broadcasting, received autonomous status. Prior to that, from 1954 to 1960, the division operated as a part of All India Radio. In addition to Bhopal, Chandigarh, Delhi, Guwahati, Lucknow, Chennai, Pune, Calcutta, Bangalore, Ranchi, Dehradun, and Raipur, the division has 12 regional centres around the country. There are nine Sub-Centres for it, and they are in the cities of Bhubneshwar, Hyderabad, Patna, Imphal, Jodhpur, Darbhanga, Nainital, Shimla, and Srinagar (Jammu). The division's goal is to encourage live performances, which include a range of folk traditions and conventional modes of communication. via this department, significant facets of the nation's existence and growth in many sectors are presented via drama, folk, traditional plays, dance-drama, folk recitals, and puppet performances. In order to address societal concerns, it produces theatre festivals as well as unique singing and dance performances.

The Advertising & Visual Publicity Directorate (DAVP)

The nodal agency for handling multi-media advertising and publicity for different Ministries and Departments of the Government of India is the Directorate of Advertising & Visual Publicity (DAVP). As a service organisation, it makes an effort to represent several Central Government Ministries in grassroots communication. Immediately after the start of World War II, the former government of India created a Chief Press Advisor, which is where DAVP had its start. The Chief Press Advisor was also in charge of advertising, among other things. In June 1941, a position for an advertising consultant was formed under the Chief Press Advisor. This is the origin of DAVP. The Advertising Consultant Office changed its name to the Advertising Branch of the Department of Information & Broadcasting on March 1, 1942. On October 1, 1955, this Advertising division was designated as an Attached Office of the Ministry of Information & Broadcasting as a result of the increase of its scope, duties, and operations. Additionally, the department adopted the name Directorate of Advertising & Visual Publicity (DAVP). On April 4, 1959, DAVP was further appointed Head of a Department. This statement granted DAVP the authority to manage finances and operations.

Function of DAVP

The following are some of the duties that DAVP must carry out:a multiplatform advertising company working with the Central Government. An organisation that provides services to Central Government ministries and departments to suit their demands for publicity, including the creation of media inputs and the transmission of messages and information. A body that assists Central Government agencies in developing communication strategy and media plans and aids in their implementation at the grassroots level via the use of several media.The following are the methods of communication that DAVP employs:

1. Press releases for advertisements
2. Installation of exhibits
3. Outdoor advertising includes banners, hoardings, kiosks, bus panels, wall murals, and movie slides.
4. Booklets, folders, posters, pamphlets, calendars, diaries, etc. are examples of printed publicity.
5. Audio and visual publicity, such as commercials, quickies, jingles, sponsored television shows, and short films.
6. Mailing promotional materials distributing promotional materials
7. Publicity for digital media is provided through websites that send bulk SMS and other new media.
8. The following is the primary configuration of DAVP at its headquarters:
9. Campaign Wingfor organising public relations efforts
10. For the release of press advertisements, use the advertising wing.
11. For displaying outdoor promotional materials, see the Outdoor Promotional Wing.
12. Publicity materials are printed by the Printed Publicity Wing.
13. For putting forth exhibits, the Exhibition Wing
14. For the delivery of promotional materials
15. Production of audio and video programming is handled by the audio-visual cell.
16. Design studio with DTP capabilities
17. Copy Wing to create copies
18. For organising PQs, VIP references, and Parliamentary Committees
19. Bill processing is done in an electronic data processing centre.
20. Finance Wing
21. Wing Administration

All around the nation, DAVP is represented by a network of offices. Listed below is the organizational.

Information Service India

Official media managers for the Indian government are called Indian Information Service Officers. It first began in 1960. The Union Public Service Commission chooses the officials.

CONCLUSION

This emphasizes the advantages of a well conducted assessment procedure. Positive effects include improved system performance, better responsibility, informed decision-making, and optimized resource allocation. Furthermore, efficient assessment equips governments to decide on system improvements, alterations, or replacements with knowledge, resulting in simplified and citizen-focused governance. The assessment of government information systems is crucial for contemporary governance, to sum up. It supports decision-making based on facts, guarantees the wise use of technical investments, and boosts public trust. A strong assessment framework is necessary to create smooth, safe, and efficient information systems that can meet people' changing requirements as governments continue to use technology to improve public services.

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CHAPTER 6

ENHANCING THE MEDIA COVERAGE: EXPLORING GOVERNMENT SUPPORT SYSTEMS

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ABSTRACT:

A thorough investigation of the crucial role that government support systems and media associations play in enhancing media coverage in India is presented in the book "Enhancing Media Coverage: Exploring Government Support Systems." The complex character of media operations is explored in this research, as several platforms, units, and departments work together to provide the media access to crucial facts, background information, and visual resources. The abstract emphasises the significance of these support systems in providing accurate and timely information, which may include anything from photographs and research resources to news and features. The abstract also discusses how crowdsourcing, open-source journalism, and digital platforms are emerging as cutting-edge technologies that improve media coverage. Overall, the abstract exposes the reader to the complex web of organisations that collaborate with media associations and get money from the government to improve media coverage.

KEYWORDS:

Government, Information, Media, Media Coverage,System.

INTRODUCTION

We spoke about the government information system earlier in this block. We are aware of how the various departments involved in information dissemination operate. In addition to these divisions, a few more tools and platforms assist journalists in gathering additional information. We will talk about several media support systems in this course.For a variety of reasons, the media must gather comments, references, and background data. It simply indicates that for media to provide greater coverage of any specific subject, help from other systems or units is necessary. This assistance might take any shape, including further text, photographs, or background information. This is referred to as the media's support system. Let's look at the different government agencies.

Multiple media support services

When it comes to giving information to the media, this is one of the crucial components. It serves as the Ministry of Information and Broadcasting's information service agency. It serves as a media information feeder service in addition to being an information bank. For the Ministry, its media units, and other people involved in mass communication, the Division offers background information, references, and research materials as well as other resources. This unit transforms the knowledge offered by other media units into press-useable reference material. Accredited members of the media from India and outside as well as academic institutions and other organisations get packaged information on demand from this source[1], [2]. Additionally, it creates and publishes reference papers, research papers, journals, newsletters, and reference annuals like "IndiaAReference Annual," "Mass Media in India," etc. The division's goal is to help the Ministry of Information and Broadcasting and its media units plan media policies, strategies, and campaigns for efficient mass communication while

also fostering the growth of these media units' human resources to be on par with the best in the world.This section supports media with images. This division of the Ministry of Information and Broadcasting provides crucial media support services. This is the largest photography-related manufacturing facility of its sort in the nation. The Division is in charge of creating visual documentation and initial colour and black-and-white images for internal and external publicity on behalf of the Government of India. The Division completes 4000 News and Feature assignments yearly, on average. About one lakh negatives, digital pictures, and transparencies were handled. The Division captures practically all significant national events on camera and offers paid Black & White and Colour prints to Non-Publicity Organisations and the General Public in accordance with the Division's Pricing Scheme. In order to publish government policies and programmes, the Division now covers assignments in digital format, converts all conventional pictures to digital format, and distributes photos across the nation in the quickest time frame feasible. On the internet, photodivision.gov hosts the Division's news images.in

The Press Trust of India (PTI), the most well-known news organisation in India, offers a wide range of services to the media in addition to news. It is a non-profit sharing cooperative of Indian newspapers with the goal of giving all of its subscribers timely, accurate news. After assuming control of the Associated Press of India and Reuters' Indian branch, it was founded on 27 August 1947, with operations beginning in February 1949. Along with offering news services in English and Hindi, the agency also publishes periodicals on business and science and offers images, features, and graphics. Weekly mailer packages are available for the features and graphics, while fortnightly mailers are available for the economics and scientific services. In addition, PTI publishes 'Data India', a monthly magazine with references to India. In actuality, it's a reliable resource for data journalism. Additionally, the organisation provides a news-scan service for VDUs. In PTI-stockscan, you may also see stock market data on the screen. In an effort to gather and deliver information and background materials to its subscribers, a network of 140 bureaus, more than 400 journalists, roughly 300 part-time correspondents, and 1,200 support staff members operate.

Many University Units

Another well-known news organisation in India is The United News of India (UNI). On December 19, 1959, a company registration was made for it. Eight newspapers, including the Hindu, Times of India, Statesman, Amrit Bazar Patrika, Hindustan Times, Hindustan Standard, Deccan Herald, and Aryavarta, sponsored this news organisation in accordance with one of the first press commission's recommendations. When it comes to news, UNI offers reports in English, Hindi, and Urdu. In May 1982, UNI introduced Univarta, a complete Hindi news service in the Indian language. Ten years later, the first Urdu service on teleprinter was introduced in the whole globe as a result. Other teleprinter services offered by the news group include Unistock, a service for stock exchanges and brokers, and Unifin, a specific service for banking, financial, and commercial enterprises.

In addition to news for the print media, UNi also offers footage for the Doordarshan and other electronic media. UNI launched its television division in July 1986. This division produces documentaries, news features, and news snippets for Doordarshan and other institutions. The news agency also operates the television news service Uniscan as a specialty service. Another innovative project was the 1987 launch of the National Photo Service[3], [4].The earliest mailer service provided by UNI is called a backgrounder. It debuted a weekly backgrounder service with thorough, well-researched backgrounders on trending issues in 1968. Once a week, UNI backgrounders are published in both English and Hindi. The UNI English Agriculture Service, UNI Economic Service, and UNI Energy News Service are

additional mailing services. The UNI Agriculture and Feature Service was established in 1970. In 1971, the financial and commercial service was launched. On a range of topics and current situations, all the services were delivering a consistent flow of accurate information that had been digested. On a regular basis, it also provides ready-to-use computer produced visuals and info-graphics on economic and other current topics.

It is a fact sheet that is often sent together with a press release, press advisory, or as part of a broader media kit. The backgrounder provides a more thorough history of a topic, event, organisation, or person to the media or other interested parties. It is offered because other press or media materials, such media advisories and press releases, must be kept brief and to the point. Without affecting the readability or structure of the media advisory or news release, the backgrounder gives the journalist or media outlet further information.Durga Das, the chief editor of the Hindustan Times, founded another communications firm in 1959 called the INDIA NEWS AND FEATURE ALLIANCE. Daily news and features are available from INFA, together with essential commentary by leading authorities on Indian politics, business, and economics. On request, it also offers current background information and features. The service is offered in Hindi and English. The INFA's Parliament Spotlight offers the highlights of the discussions, topics, and legislatives in the Parliament.

Research agencies, the internet, and feature

Numerous feature and research organisations help media by offering ready-to-use material and in-depth analysis of certain topics or events. These feature and research organisations enable media houses to get material or data on certain topics. These organisations may provide material in response to a media outlet's needs. Social media and the Internet have given media outlets a variety of channels on which to gather various kinds of material. Websites on the internet may provide media members photographs, features, audio files, graphics, and a lot more.

Another developing service that may be used by traditional news organisations is open source journalism. Another kind of citizen journalism is open source journalism. Open source journalism refers to the practise of people contributing various types of material, such as news, features, editorial opinions, images, audio, graphics, and many more, to virtual spaces and making such content freely accessible to users. Of course, one must use caution in both material selection and veracity.

Another method to get opinions on a topic is via crowdsourcing.It is the practise of gaining information or input into a work or project by enlisting the services of several individuals, generally over the Internet. The term "crowdsourcing" was first used in 2005 as a portmanteau of crowd and outsourcing. This is being used by journalists to "get a feel" for" delicate topics. Although it cannot be regarded as genuine, it unmistakably conveys the public's sentiment. As a result, in addition to several government departments and organisations, news organisations, and the Internet, the media have access to a wealth of resources[5], [6].

PCI was established with the following goals in mind: to uphold a free and independent press; to develop a newspaper and journalistic code of conduct in accordance with high professional standards; to promote the development of a sense of responsibility and public service among all those working in the field of journalism; to monitor any developments that might limit the supply and dissemination of news of public interest and importance; and to offer resources for the right education.The development of PCI, RNI, the Working Journalist Act, the Press Consultative Committee, and the creation of a fact-finding committee to assess the financial standing of newspapers and news organisations are among the main proposals of

the first press commissions. The creation of a Newspaper Financial Corporation was proposed by the panel as a way to safeguard the fundamental values of press freedom and to support newspapers in their fight against monopolistic tendencies.

In Paris, the United Nations (UN) has established the United Nations Educational, Scientific and Cultural Organisation (UNESCO). It promotes global cooperation in order to contribute to peace and security. And in order to improve respect for justice, the rule of law, human rights, as well as basic freedom, it works via educational, scientific, and cultural reforms.Each and every one of the journalistic unions works to protect its members and uphold the profession's high standards.Legal and financial protection for journalists is a goal shared by all unions. In every delegation the government forms, they make an effort to be represented. They strive to uphold the dignity of the profession by fostering a healthy work environment for journalists.

According to NBA, the reporting should be unbiased, correct, impartial, and balanced. Errors must be clarified and remedied right away. Additionally, channels should make an effort to avoid airing material that is blatantly libellous or defamatory. Charges shouldn't be framed as acts of guilt, and allegations shouldn't be presented as truths. Particularly in cases of sexual assault, care should be made to report incidents involving children and women. NBA advises that in matters of national security, sting operations, and journalist safety, the highest caution should be used.The Advertising Standard Council of India (ASCI) is a voluntary self-regulatory body for the Indian advertising sector. It was established in Mumbai in 1985. The mission of ASCI is to preserve and improve the public's trust in advertising. All advertising must comply with their requirement that it be true, lawful, and honest; respectable and not objectify women; safe for customers, particularly children; and fair to their rivals.The Press Information Bureau informs the media on government policies, projects, initiatives, and decisions. Additionally to setting up press conferences, it also writes backgrounders and press releases.To provide additional information to the media, it organises press tours to the site of government projects, factories, or programmes. Officers from the Bureau who are connected to other Ministries and Departments also provide input to such Ministries and Departments. The Feedback Cell at PIB creates Daily Digests and Special Digests for Ministries' usage based on news articles and editorials from National as well as Regional newspapers and magazines as part of the Special Services. At the Headquarters, the PIB accredits media representatives, including international journalists. This makes it easier for them to get data from official government sources[7], [8].

The Indian government's primary agency for advertising by different ministries and other governmental agencies is the Directorate of Advertising and Visual Publicity Division. In other words, DAVP is responsible for the government's PR in print, electronic, and internet media. Additionally, it aids in the development of government communication plans.The help that the media requires from outside systems or units in order to provide better coverage of any given problem is known as media support service. More text, photos, or background information may be used as the support. Another style of citizen journalism is called "open-source journalism," in which ordinary people submit a variety of publicly accessible material to the internet, including news, features, opinions, images, audio, graphics, and much more.

DISCUSSION

An important symbiotic link between the media and different governmental entities is highlighted by the examination of government assistance mechanisms in the context of improving media coverage. This research has shed light on the many channels via which media organisations get the tools, knowledge, and background material required to provide

thorough and accurate coverage of events and problems. The support systems mentioned, which include news organisations, research and reference units, picture divisions, and other associated platforms, show how dedicated government organisations are to encouraging educated and active citizens.The toolset accessible to media workers has been further augmented by the rise of digital platforms, open-source journalism, and crowdsourcing. These resources promote a lively interchange of knowledge, viewpoints, and ideas, enhancing the depth and scope of media coverage. Although the digital age offers chances for more reach and interaction, it also necessitates increased caution in assuring the legitimacy and authenticity of material.

Media coverage is the attention and exposure that a person, brand, event, or issue receives across a variety of media outlets, including print, broadcast, and online. It covers all types of information that emphasises and explores the topic, including news pieces, interviews, features, reviews, and other types of content. Public impression, reputation, and awareness are all significantly shaped by media coverage.Numerous advantages of media coverage are available to both people and companies:Media coverage offers the chance to reach a larger audience and acquire exposure outside of current networks, increasing visibility and reach. It enables you to communicate your ideas, experiences, or knowledge to a wider audience, perhaps bringing in new clients, sponsors, or followers.

Credibility and trust

Gaining exposure through reputable media channels adds credibility to your brand and fosters trust among your target audience. Positive media attention may confirm your reputation, accomplishments, or brand, positioning you as a thought leader or expert in your field.

Brand development and reputation management

Positive connections and public perceptions shaped by media coverage support brand building initiatives. It gives you the power to steer the narrative and display your brand favourably, boosting your status and reputation in the market.

Opportunities are multiplied

Publicity may lead to new collaborations, speaking engagements, partnerships, and sponsorships. Potential investors, clients, or business partners may become aware of you via it, increasing the size of your network and your chances of success.

Crisis management

When there is a crisis or bad press, you may respond by addressing the issue, dispelling misunderstandings, and giving your side of the story. Effective reputational damage management and mitigation depend on strategic media participation.Consider the following recommended practises to make the most of media attention.

Establish connections with media

Build connections with journalists and reporters who cover issues that are pertinent to your sector. Talk about important topics, provide insightful commentary, and position oneself as a reliable source of knowledge.

Make your pitches unique

When approaching media professionals, make your pitches unique in order to reflect their interests and the demands of their audience. Create interesting story angles and emphasise the distinctive features of your business or area of expertise that will appeal to their readers or

viewers.Assemble media kits Make thorough media kits that include your brand's history, essential themes, high-resolution photographs, and any pertinent statistics or data. When these are accessible, it may be simpler for reporters to cover your story.

Be receptive and available

Inquiries from the media, as well as requests for interviews or further information, should be answered quickly. Make yourself accessible for interviews and provide succinct, quotable quotes that support your brand and objectives.

Monitor and interact

Use media monitoring tools or services to keep track of press news mentioning your brand. Respond to comments, praise reporters for their coverage, and participate in pertinent debates to interact with journalists and readers.

The amount of media attention a story receives is mostly influenced by how fascinating the news is, but it also relies on how many reporters even have an opportunity to look at the article. Furthermore, although you may persuade a journalist to accept your story (please don't), you cannot compel them to publish it[9], [10].

Spend time and effort establishing media relations

You would ask members of your immediate family if you needed to know a family recipe. You might look up a recipe online, but nobody makes that special sauce quite like Mama does. The greatest strategy isn't to bulk email journalists just when you have a possible article in your hands. To begin with, journalists are unfamiliar with you and the work you perform, and they lack the time to review the Wiki notes for your company each time they get a request. Numerous other businesses also use the same strategy for cold outreach. Due to this, your email will be difficult to find, despite your best efforts.

Regardless of size or financial constraints, every organisation should practise media relations. Making ties with journalists is not only beneficial but also inexpensive. By getting to know a reporter by name, you might learn what stories they intend to cover, obtain access to their editorial schedule, and unintentionally become the first person they contact when they need a story or information on a subject that your company is knowledgeable about.

Publications

Daily press releases and queries are flung at publications and media outlets. Everybody thinks their story will be "breaking news," yet media take a while to sift through the sea of news releases before reaching the same conclusion.While sending press releases to magazines directly could provide some results for PR pros, personally addressing journalists would be a preferable strategy. Finding reporters that cover your industry and contacting them (with a tailored pitch) might increase the likelihood that the media gatekeepers will read your article.It's crucial to keep in mind that pitching journalists directly won't ensure your article will be published. It does, however, improve your chances of receiving a response from the appropriate individuals.

Focus on independent journalists

A few important advantages provided by independent freelance journalists include:Journalists who are employed by a newspaper are required to follow its editorial schedule. Let's imagine you have information on a tech event that your business hosted. It seems like an appropriate moment to report this news. However, the magazine may have intended to publish a series of pieces on new businesses, and although your story is excellent, it doesn't fit the topic.

Freelance journalists are not subject to the same limitations. For as long as the stories are newsworthy, they may cover a broad variety of subjects within their beat.Numerous articles are continuously produced by freelancers and sent to various newspapers. As a consequence, several media outlets rather than just one choose to publish your news. Your article not only receives a considerable amount of media attention, but its audience as well grows considerably.

Send a pitch to reporters who cover a related subject.Relevance is the secret to getting favourable media attention in every public relations endeavour.The same rule holds true when pitching journalists. Reporters may specialise in one area of coverage or write about it extensively. It's unlikely that a story on an apparel startup would be published if it were pitched to a writer who only covers the Software-as-a-Service (SaaS) industry. While it may be tempting to get in touch with as many journalists as you can, focusing on writers who have written extensively about your sector or product line will enhance the likelihood that a story will be picked up.

A salesman wouldn't make one sale and then kick back and unwind, would they? Persistent effort is the secret to a conversion that is successful. PR experts should aggressively pitch to various periodicals and journalists on a regular basis. Additionally, their chances of being mentioned or having a piece published considerably increase if they can react to many HARO queries or enquiries.But be cautious; try to accommodate as many demands as you can without losing the impact of your response.

Avoid providing a standard response

Don't make a mistake by providing anything sterile or generic if journalists contact you for a story, information, comment, or anything similar that might be used in their coverage. Since requests do not often come in, see each one as a chance to communicate your company's message to the public. To assist journalists with their articles, provide a unique angle, exclusive information, a pertinent remark from a C-level executive, or references. These queries sometimes could appear a bit hazy and call for further details to fully understand what the reporter is searching for. In such circumstances, it is usually a good idea to request further background. This demonstrates your enthusiasm for adding to a noteworthy story, and writers will remember you for their subsequent article.

Make your media pitch unique

In every PR campaign, pitching is essential. However, a chilly approach may turn away more journalists than you'd want.We are aware that journalists get several pitches and queries each day. Sloppiness is evident when a pitch letter is sent to the incorrect reporter or magazine. Imagine receiving an invitation to a party but not having your name on it. You could believe that the invitation was misplaced or, worse, that you aren't significant enough to get a personalised invitation.An excellent place to start is by personalising the information in your tale. Furthermore, personalising the "little things"such as the subject line of your pitch email, the layout of your media pitches, and the pitch's hookcan be very helpful.

Utilise social media

It comes as no surprise that social media has evolved into the go-to platform for journalists all across the world given its many trends. In an effort to uncover the next big story, journalists often monitor emerging social media trends. If your company shares noteworthy information on social media, there's a good chance a writer will find it and write about it. Using the hashtag #journorequest, businesses may also identify pertinent journalist inquiries online and answer to each one immediately.Using social media sites like Twitter or LinkedIn to connect

with potential reporters is also a terrific idea. Journalists often connect their online identities or social media handles to their work portfolios. Before contacting someone, it's a good idea to look into their job and past.

Follow fashion trends

We read or hear about all of the major news stories that are currently trending. Brands may use media monitoring to keep tabs on what subjects are popular right now and develop stories around those subjects. Another option is to always keep an eye on a subject (one that is really important to your company) and note when the volume of searches for that subject or closely related subjects increases. This enables businesses to reach out to journalists who are interested in writing about hot-button issues.

Offer all required details

Journalists keep to a strict schedule. Send any relevant materials and information if someone contacts you about a story. It's disastrous if your media pitch lacks multimedia files, infographics, or other crucial press materials. Journalists will skip your pitch and go on to the next if they can't discover all the data they need to support or expand on a story.

Provide product trials

Gifts from sources are discouraged since they might be seen as bribes. Since it is their responsibility to maintain objectivity and objectivity, journalists don't consider the idea of gifts.However, product samples won't compromise journalistic integrity in some areas, such as fashion or retail, since the finished result is a good that is eaten or used. It's OK to provide a journalist with a modest sample or a sneak peek of the product's functionality in return for an honest assessment of the product or service.However, keep in mind that delivering product samples doesn't always effective, particularly across all sectors. Journalists will need to be objective while evaluating the subject matter.

Establish and keep up online newsrooms

It's a terrific idea to establish and maintain a newsroom on the company's website since there are so many journalists looking for fresh stories every day. The use of inbound PR is more common than ever.Major organisational changes (such as a fundraising round, an acquisition, or a corporate growth) in a newsroom serve as a starting point for possible news coverage by a number of media. Additionally, it's a great technique to improve traffic and visibility on search engines, which will help your search engine optimisation (SEO) plan.

CONCLUSION

Collaboration between governmental organisations and media organisations is an example of a shared commitment to protecting journalistic integrity and encouraging responsible reporting. These support systems are crucial in preserving the integrity of media coverage and advancing public conversation because they provide correct information, visual aids, and useful resources.

It is crucial for both government organisations and media organisations to adapt and take use of new technology as the media landscapes continue to change.

The combined efforts of these organisations may support an educated populace and a vibrant media ecosystem by encouraging a culture of cooperation, openness, and ethical journalism. In the end, the effort to improve media coverage and protect the values of democracy and free speech relies on the cooperation between government support systems and media groups.

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CHAPTER 7

INSTITUTE OF MASS COMMUNICATION IN INDIA: AN ANALYTICAL REVIEW

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ABSTRACT:

India's Institute of Mass Communication is crucial in establishing the country's media environment, encouraging professional development, and maintaining a thriving journalistic community. This abstract explores the relevance of these organisations, emphasising their role in providing aspiring communicators with crucial abilities, information, and moral values. These schools provide a wide range of programmes in journalism, broadcasting, public relations, advertising, and new media. Students are equipped to manage the dynamic and changing media landscape via challenging academic programmes and practical training. The abstract examines the thorough educational experiences, highlighting exposure to real-world situations, critical thinking, and the development of a solid ethical basis. The abstract also highlights the importance of India's Institute of Mass Communication as a hub for media innovation and thought leadership. These institutions help to shape media discourse and enhance communication technology through supporting research, promoting discussion, and hosting seminars. The abstract also discusses difficulties these institutions face, like keeping up with quickly evolving business trends, adjusting to the digital revolution, and guaranteeing curricular relevance in a global setting. To close the gap between academics and industry, it emphasises the need of working with experts in the field and maintaining an updated curriculum.

KEYWORDS:

Cinema, Film, Department, Media, Radio.

INTRODUCTION

The first newspaper, The Bengal Gazette, was established in 1780 by James Augustus Hickey, marking the beginning of mass media in India in the late 18th century. However, it wasn't until the 19th century, when the printing press was invented and the population's literacy rate began to rise, that the mass media really took off.Newspapers were essential for spreading information and influencing public opinion throughout the British colonial era. Samachar Darpan, the first newspaper written in an Indian language, was published in Bengali in 1818. Newspapers were crucial in 1857 during the Indian Rebellion in distributing information and ideas among the populace.

Radio, film, and television are only a few of the new mass media that have emerged in the 20th century. The Indian transmission Company was founded in 1927, marking the beginning of radio transmission in India. Since its founding in 1936, the All India Radio (AIR) has served as the nation's primary hub for news and entertainment. With the 1913 release of Raja Harishchandra, the first Indian feature film, cinema also rose to prominence as a method of public communication. With the introduction of Doordarshan in 1959, television broadcasting in India had its start.With the advent of private media organisations and the liberalisation of the media market, mass media in India saw substantial changes in the post-independence era. Satellite television first became popular in the 1990s, ushering in a new age of 24-hour news and entertainment networks. Online news portals and social networking sites have become

well-liked sources of information and communication in India as a result of the internet's and social media's growth in the twenty-first century.A significant variety of newspapers, periodicals, radio stations, television channels, and internet media sources that serve various demographic groups make up India's diversified and thriving mass media business today[1], [2].

Television, radio, movies, newspapers, magazines, and web-based Web sites/portals are just a few of the many forms of media that make up Indian media. Since the late 18th century, there have been media outlets in India. Print media was established in 1780, radio transmission began in 1927, and Auguste and Louis Lumière motion pictures were first shown in Bombay in July 1895. It is one of the oldest and biggest forms of media in existence. Even before Ashoka the Great founded the Indian empire on the tenets of justice, openness, morality, and spirituality, the media in India has been free and autonomous for the majority of its history. Prime Minister Indira Gandhi established a state of emergency from 1975 to 1977, which was the short time when the Indian media had to worry about possible government retaliation.

Journalism and mass communication history Within India

As of 2007, the nation consumes 99 million newspaper copies, making it the second-largest newspaper market in the world. India ranked 11th in the world in terms of the number of broadband Internet users in 2010 with 7,570,000 individuals having access to the service. As of 2009, the nation had 81,000,000 Internet users, or 7.0% of the total population. With approximately 1,400 stations, India has the fourth-largest number of television broadcast stations worldwide as of 2009.

James Augustus Hicky founded The Bengal Gazette in 1780, one of the major media outlets in Bengal, India. A two-sheet publication called The Gazette focused in writing about the personal lives of the Sahibs of the Company. He even ventured to launch defamatory charges against the widow of Warren Hastings, the Governor-General, which quickly got "the late printer to the Honourable Company" into difficulties.

Hicky was given a 4 month prison term and a Rs. 500 fine, but this did not stop him. Hicky was given a year in jail and a Rs. 5,000 fine after launching a vehement assault on the Chief Justice and the Governor-General, which ultimately led to his destitution. These were the first phases of Indian journalism. Mass media in India - Calcutta: Unlike its notorious predecessor, B. Messink and Peter Reed were accommodating publishers of the India Gazette. The Calcutta Gazette was founded by the colonial authorities. The Bengal Journal, another private endeavour, came next. There were four weekly newspapers and one monthly magazine produced out of the city of Calcutta, which is today known as Kolkata.

Indian mass media

The Madras Courier was founded in 1785 in Chennai, the southern stronghold of Madras. Its originator, Richard Johnson, worked as a government printer. Madras received its second newspaper in 1791 when Hugh Boyd, the Courier's editor at the time, left and started the Hurkaru. Sadly for the paper, since Boyd died within a year of its establishment, it stopped being published[3], [4].

The Madras Gazette and India Herald were founded in 1795, but the Courier didn't face competition until then. The latter was an "unauthorised" publication, which resulted in Humphreys, the newspaper's creator, being deported. The Madras Courier was chosen as the Presidency's official information source. The Hindu, which was established in 1878, was instrumental in advancing the cause of Indian independence from the burden of colonialism. The pioneering journal was founded by lawyer Kasturi Ranga Iyengar, whose son K

Srinivasan took over as editor in the early part of the 20th century. Today, this newspaper is among the top five in the country and has the greatest readership in South India.Surprisingly, Bombay, now known as Mumbai, was a latecomer to the mass media scene in India; The Bombay Herald first appeared in 1789. An important year later saw the Courier begin publishing adverts in Gujarati.

The Bombay Gazette, which was founded in 1791, and the Bombay Herald amalgamated the following year, marking what may be considered the first media merger. This new journal was acknowledged as the one to contain "official notifications and advertisements" similar to the Madras Courier. A useful history on the state's involvement in the growth of India's media for more than a century can be found in Jeebesh Bagchi's article "A Chronicle of Media and the State" from the Sarai Reader in 2001.The chronology is divided into three 'eras' by Bagchi. The Indian Telegraph Act of 1885 and the Report of the Sub-Committee on Communication, National Planning Committee, both came into being during the Age of Formulation, which ended in 1948.

DISCUSSION

Current Situation of the Media

After Independence, the Indian media significantly changed, realigned, and reinvented itself. Today, you can observe a distinct, sometimes arbitrary distinction between the media giants' economic and artistic manifestations. The ugliness and haughtiness of modern mass communication technologies render any aesthetic emotion completely meaningless. The most effective response to violence in contemporary mass media is aesthetics. By exposing its message to all conceivable variations, today's mass communication mediums appear to defy all attempts to control it. The objective of mass communication is always the impartial dissemination of any material, and the internet is no exception since it is unquestionably the most effective media instrument.

It's also fascinating to see how blogs and do-it-yourself information are gaining more and more access to the traditional media. There is no obsession with more democratic news sources to explain this behaviour. Instead, because there are more eyes (cameras and new digital devices) watching the same events that the mainstream media is reporting to us, there is increasing pressure on broadcast journalists to tell the truth (or at least a plausible version of the truth). As a result, blogs have taken over as the primary source of news and information regarding many international issues. The fact that bloggers sometimes serve as the only legitimate journalists in nations where the mainstream media is restricted, biassed, or under government control must also be taken into account.

The Ministry of Information and Broadcasting oversees the independent teaching, training, and research institution known as the Indian Institute of Mass Communication. It began in Delhi in 1965. From its headquarters in Delhi and additional regional campuses in Dhenkanal, Aizwal, Amravati, Jammu, and Kottayam, it provides regular courses in English, Hindi, and Odia journalism, advertising and public relations, radio, and television. It conducts research and provides training in communication to various government and quasi-government institutions.

Wing of New Media

The Ministry of Information and Broadcasting created the New Media Wing to promote government initiatives on various social media platforms. The New Media Wing will take care of the government's communication and distribution needs on social media platforms. Through a variety of social media channels, the wing connects the communication tools both

horizontally and vertically[5], [6].One of the most often used methods of information dissemination is film. The Union Government.has a sophisticated framework in place to participate in film-related activities.

Office for Film Facilitation

The government's establishment of the Film Facilitation Office (FFO) was a move towards enabling single window clearance for filmmakers, promoting India as a location for filmmaking, and creating a platform for film tourism in the nation. It serves as a point of facilitation for filmmakers, helping them to get necessary licences and distribute informationon the locations used for filming as well as the production/post production tools offered by the Indian film industry. The Satyajit Ray Film and Television Institute (SRFTI) and the Film and Television Institute of India (FTII). Both are schools for film and television production. SRFTI was founded in Kolkata in 1995, while FTII was founded in Pune in 1960. Both of these institutions provide a variety of short-term courses in acting, directing, producing, editing, sound design, and cinematography.

Indian Children's Film Society (CFSI)

The CFSI creates, presents, and disseminates high-quality material for kids, including feature films, animated shorts, television episodes, and documentaries. With PanditHridayNathKunzru as its president, CFSI began operating in 1955 as a separate entity within the Ministry of Information and Broadcasting. CFSI is dedicated to supporting the children's film movement in India and promoting children's films made in India across the world.The National Film Development Corporation of India (NFDC) is the main organisation set up to support the decent film movement in the nation. The main objectives of the NFDC are to cultivate excellence in cinema and plan, promote, and organise an integrated and effective growth of the Indian film industry. The expansion of Indian film has benefited greatly from the services offered by NFDC. It fosters talent, supports the expansion of cinema, and creates a lean, adaptable organisation receptive to the demands of the film industry in order to promote Indian culture via films.

Pictures Division

In order to convey the vigour of a young country seeking independence, India's Films Division was founded in 1948. It creates films that serve as a form of record of the nation's social, political, and cultural reality. Film Division creates films, documentaries, animated films, runs festivals, offers local talent a platform, and saves footage and prints. It has actively sought to support and encourage an Indian filmmaking culture that respects individual vision and social responsibility. More than 8000 titles of documentaries, short films, and animated films may be found in its archives[7], [8].

Organization for Film Festivals

The Government of India established the Directorate of Film Festivals in 1973 to manage both domestic and international film festivals. DFF organises programmes of foreign films in India and Indian films abroad, enables India's participation in international film festivals, and hosts the National Film Awards ceremony. DFF serves as a platform for cultural exchange and fosters global camaraderie while also giving access to cutting-edge global cinematic trends, fostering healthy competition, and raising the bar for Indian cinema.The DadasahebPhalke Award and the National Film Awards. Through the embassies overseas, programmes for cultural exchange and cinema screenings of Indian productions are organised. Panorama of India chosen.international film festivals overseas participation.

presentations of special films on the government's behalf. to India. collecting and documentation of prints.

National Film Archive of India

In Pune, Maharashtra, the National Film Archive of India was founded in February 1964. The National Film Archive of India's goal is to preserve the legacy of Indian cinema for future generations and serve as a hub for the development of a strong film culture in the nation. Its Charter also includes provisions for the advancement of film study and research on many facets of cinema. The goals are to: 1) locate, acquire, and preserve for future generations the legacy of Indian cinema as well as a representative collection of world cinema; 2) classify and record data related to films; 3) carry out and encourage cinema research; and 4) serve as a national hub for film culture dissemination.

CBFC, or the Central Board of Film Certification

A certificate from the censor board is required to show films publicly in India. The Central Board of Film Certification (CBFC), also known as the censor board, is a statutory body under the Ministry of Information and Broadcasting that regulates the public exhibition of films in accordance with the Cinematograph Act of 1952. The Board has its main office in Mumbai and is made up of non-official members and a chairman who are all chosen by the central government. A regional office is located in each of the following cities: Mumbai, Kolkata, Chennai, Bangalore, Thiruvananthapuram, Hyderabad, New Delhi, Cuttack, and Guwahati.

Certification

Four categories are used to certify films. There were initially just two types of certificates: "U" (for unrestricted public showing) and "A" (for adult audiences exclusively). In June 1983, two further categories were added: "S" (limited to specialised audiences such as physicians or scientists) and "UA" (unrestricted public display subject to parental supervision for children under the age of twelve). For video releases, the notations V/U, V/UA, and V/A are also used, with U, UA, and A having the same meanings as before[9], [10].

India's International Film Federation (IFFI)

The Films Division hosted the first international film festival with the support of India's first prime minister. In 1952, it took place in Mumbai from 24 January to 1 February. About 40 features and 100 short films were included in the inaugural festival overall. Now, there is a really global forum for promoting, debating, supporting, and understanding films. The IFFI has been India's largest event of its kind ever since it began in 1952. Later IFFIs was place in New Delhi. IFFIs started to become competitive with the third edition in January 1965. The Filmotsav, a non-competitive event that would take place in other filmmaking towns every two years, was first presented in 1975. Later, Filmotsavs and IFFIs were combined. The IFFI was relocated to Goa in 2004. Since that time, the IFFI has been a competitive yearly event. Please refer to Blocks No. 1 and 2 of the second semester for further details on these broadcasting units.

State Information System

The Department of Information and Public Relations serves as a focal point for gathering and disseminating data about various government of Odisha initiatives. State information system of Odisha acts as a conduit between the public and the government, much like the I& B ministry at the federal level. This Department not only informs the public about the plans, policies, and programmes of the government, but also works to ensure public participation in

the effective implementation of various developmental programmes and schemes. The Department also performs duties at the District and Sub-divisional levels in order to carry out these Programmes and make them people-oriented.

Organisational Structure

Initially established as a division of the Home Department, the Division was known as the Home (Public Relations) Department. On July 8, 1978, it was detached from the Home Department and began operating as a distinct Department of the State Government. under the name of the department of information and public relations. Currently, this Department is in charge of 32 Publicity Districts, including Bhubaneswar and Rourkela, each of which is led by a District Information & Public Relations Officer. At the three revenue divisional headquarters, or D.I.P.R.O.s, there are three deputy directors who oversee their work. respectively, Cuttack, Sambalpur, and Berhampur. The Department has a total employee size of 1029, of whom 21 are officers in Group A, 97 in Group B, 531 in Group C, and 380 in Group D.The T.V. Unit of this Department produces news items of daily programmes of VIPs and VVIPs, news capsules of significant events, and various development activities of the Government. It also ensures that these items are broadcast on various electronic media channels, including Doordarshan.

Photo Service

This division maintains a visual record of all of the government's actions. Additionally, it regularly distributes photos to numerous print media outlets on varied everyday activities of VIPs, VVIPs, and other significant government figures. programmes with a government focus.In order to raise awareness, this unit publishes two journals each month, i.e. Orissa Review in English and UtkalPrasang in Oriya. These periodicals disseminate stories and features on topics including government initiatives, trade and commerce, science and technology, and art and culture. Additionally, the unit also produces a variety of folders, pamphlets, booklets, and posters to commemorate the birth and death anniversaries of notable people.

This unit is in charge of creating films on various topics to spread the word to the uneducated rural populace.This unit makes sure that the public may watch various government broadcasts. Radio inspectors are in charge of this system. Additionally, they watch the major procedures of the programming, such as the Assembly sessions, being recorded. Government-owned 972 TVs are available. includes 857 TVs and sets for various educational institutions and information centres. according to several Gramme Panchayats.In addition to planning field-level movie screenings, the audio visual publicity section sets up the public address system at gathering areas.This Department releases all government advertising to various outlets.

Research, Reference, and Training: This department's Research and Reference Unit gathers historical information and current statistics from many government agencies and preserves them for future use.The Oriya Translator's Unit collects input for the government via articles, opinions, and responses that are published in Oriya Daily newspapers. The government's Oriya translation setup is now working to expand its operations by obtaining daily input from online news.

Information Center/Reading Rooms

Information Center/Reading Rooms have been established in both urban and rural locations, and they play a key role in advancing the intellectual development of society via books, periodicals, newspapers, and other educational literatures. In addition, the Information

Centres have received TVs and radios. More than 85 Information Centers/Reading Rooms, including one in the State Capital and one each in New Delhi and Kolkata, are operational across the State.

Exhibition

The department organises displays showcasing the government's goals, projects, policies, and accomplishments in both rural and urban regions. These displays also include Orissan art, culture, tradition, handlooms, handicrafts, agriculture, and industries, among other things.

Special Celebrations

At the State, District, and Sub-divisional headquarters, the Department organises Special Celebrations like as Independence Day, Republic Day, Orissa Day, Gandhi Jayanti, Birth & Death Anniversaries of Eminent Persons, and National Press Day. Additionally, Puri opens information centres during RathaYatra.

Song and Drama

In rural and urban parts of the State, this Department organises musical performances that emphasise the plans, projects, and policies of the government as well as traditional folk dances including Palla, Daskathia, and Ghoda Nacho.Mass communication refers to the dissemination of information by a person or organisation to a large, diverse, and anonymous population through print or digital transmission methods. In mass communication, print media, electronic media (such as radio or television), and digital media are the most frequently used methods of communication. The institution of Technology, the top private institution in Jaipur, provides substantial journalism and public communication programmes and enables students to explore and study at the same time. The primary goal of mass communication is to quickly spread information to a big group of individuals, especially those who are extremely far away. Let's take a quick look at a few of the main goals of mass communication.

Educate People

Delivering information to a broad audience quickly is the main objective of mass communication. Information on the weather, products, services, politics, education, sports, and other topics is disseminated via mass media.

Improve public opinion

The ability to provide the audience with a realistic depiction of any national or worldwide problem is one of the key components of mass communication. This enables the general people to consider, grasp, and form their thoughts and opinions on that particular subject, enabling them to participate in democracy and the general vision.

Public Persuasion

The public's views and attitudes on things like voting, smoking, cultures, etc. are among the general roles of the mainstream media that it serves. Companies utilise mass communication to promote their goods and convince customers to use their services.

Distribute government directives and initiatives

Delivering and informing the public about the numerous policies and information released by the government in the public interest is one of the key functions of mass communication. This is a fantastic technique to swiftly disseminate policy and information to the general public regarding various political, health, and educational programmes.The media is one of the main

ways that the general population gets entertained. Every kind of mass media has a section devoted to providing people with enjoyment and amusement.

Establish Social Associations and Contacts

By fostering common knowledge, mass communication aims to unite disparate tribes, groups, and civilizations.Public Education and Preparedness for Natural Disasters. Preparing for and raising public knowledge of impending catastrophes and tragedies is one of the mass media's crucial roles. This enables people to be better ready and take the essential safety measures before the disaster strikes.

Promote political ideologies and emphasise the diplomatic role

Every nation aspires to define its diplomatic function, and using the media to emphasise that role and diplomacy is a terrific way to keep peacemaking and development going. Additionally, the media is a fantastic tool for disseminating information about political beliefs, manifestos, plans, and programmes.Among the main goals of mass communication in India were some of these. One of the top 10 private universities in Rajasthan offers a substantial degree in public communication and journalism if you're interested in building a major and prosperous profession in this industry.

CONCLUSION

In conclusion, India's Institutes of Mass Communication are crucial breeding grounds for the next generation of media professionals. They are essential in maintaining the highest standards of journalism, encouraging innovation, and educating students for the complex problems that the media industry presents. These institutions continue to play a crucial role in determining the direction of Indian media as the communication industry develops. In conclusion, India's Institute of Mass Communication is a fundamental pillar in establishing the country's media landscape and developing the skills of the communicators of the future. These institutions have been essential in educating aspiring journalists, broadcasters, advertising, and public relations specialists, as well as in developing their abilities and instilling moral principles.

These institutions provide students with the expertise and resources they need to succeed in a media landscape that is constantly changing via their extensive programmes and hands-on experience. Graduates are not just well-prepared but also ethical communicators because to the focus on experiential learning, critical thinking, and ethical issues.

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CHAPTER 8

DIRECT AND INDIRECT EFFECTS OF MEDIA
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ABSTRACT:

The abstract covers the media's many effects on people and society, including both direct and indirect consequences. Media now plays a crucial role in contemporary life and has the ability to influence people's views, attitudes, and actions. This study digs into the subtle ways that media impact people, classifying effects as direct (where media messages cause instant reactions) and indirect (where media influences long-term social and cognitive changes) effects. This study illuminates the complex relationship between media consumption and its broader effects by examining the psychological, social, and cultural dimensions of media effects. It also provides insights into how media literacy and critical thinking can help people navigate these influences in a media environment that is rapidly changing.

KEYWORDS:

Media, Management, Society, Violence.

INTRODUCTION

"Indirect effects" refers to the effects of direct effects on those who have not been exposed to media material. Seymour-Ure asserts that "a main (direct) influence takes place when the affected individual has himself been personally engaged in the communication process. A secondary [= indirect] effect occurs when people or groups who are not participating in the communication process are impacted by changes in those who are. The idea of indirect impacts broadens the reach of the mass media's influence beyond users and to nonusers in two different ways. People who are exposed to media material pass along news and opinions from the mass media as long as they are unaltered. Insofar as their actions may be predicted based on media coverage, these people may also use the information and opinions offered by the mass media to guide their behaviour.

You may differentiate between three different indirect impacts. First, there are administrative responses, in which a small number of decision-makers' actions are influenced by the direct consequences of media content on a large number of receivers. For instance, a politician may decide to abandon their idea if there is bad publicity of their proposal that lowers support for them. Second, there are "public effects," which occur when a small group of decision-makers who are the focus of media attention are directly influenced to make choices that have a large-scale impact on society. For instance, when drugs are taken off the market due to media reports on their possible adverse effects, this has both good and/or negative impacts for a significant number of patients. Thirdly, there are snowball effects, which occur when big numbers of individuals who have received media material directly have an impact on a sizable number of others who have not been exposed to the relevant media content. For instance, a new TV programme has attracted a sizable audience who encourage their friends to watch the following episode[1], [2].

People's opinions have no discernible impact on how often they consume TV news, and only a mild impact on how often they read national quality newspapers, contradicting the dictum

that there is "no effect without contact." The usage and dissemination of discordant information is not excluded by the selective use of media. People who are exposed to the media may so play two roles. They serve as filters so long as they only communicate consonant-based information. They serve as media effects amplifiers as far as discordant information is concerned.

The above-mentioned premise has prevented extensive study on the indirect impacts of mass media. However, several quantitative and qualitative research show a wide range of indirect effects. Pre-trial publicity may prejudice juries against defendants and harm them as a result. A lot of media attention given to terrorism may incite more violence and claim more lives. The media's predominate tone may deter readers from speaking out in public, which might lead to others remaining quiet. A scarcity that hurts other people and increases political action may result from media assertions that there is a lack of supply. The availability of pornography or violence may raise concerns about its antisocial impact on others, boost support for censorship, and elect politicians who want to amend the legislation. The Times's pro-German reporting before to World War II probably had an influence on the British and German leaders who negotiated the Munich Treaty, which had significant repercussions for Czechoslovak citizens.

Observational or survey data may be used to pinpoint the direct consequences of media reporting. Direct consequences of media coverage are rather simple to pinpoint. In contrast, indirect impacts, or the results for persons whose behaviour is impacted by media coverage, are harder to define and harder to explicitly correlate to media coverage. One must first prove that there is a direct impact on the important themes. One must take into account both the choices made and those that were rejected as a result of the media while doing this. Second, it must be shown that the event under examination is indeed a direct effect's outcome. Here, the ideas of adequate and necessary causes of consequences are helpful. In many situations, the media may be a required but insufficient factor in the occurrence of indirect effects.

It is astonishing, if not unsettling, how little focus has been placed on the systematic assessment of the duration of these impacts and, as a consequence, how little is known about their longevity in light of the predominance of published research on the effects of communication media. However, this seeming neglect is not always due to a lack of attention; rather, it results from the fundamental and practical difficulties in determining the duration of media impacts.

First, there is a time difference between cause and effect, and second, there are extrinsic factors along the time course of the impact. These are among the main challenges. The timing error is due to a lag between the end of causal stimulation and the beginning of the often-delayed effect assessment. Most often, the evaluation of almost instantaneous and perhaps transient impacts has been marred by such imprecision. Contrarily, extrinsic factors have primarily made it more difficult and often impaired the evaluation of media impacts that may have a lengthy duration. Extrinsic impacts must be evaluated alongside the trajectory of anticipated media effects as part of the effect-duration assessment in order to extract the effects of these influences. Extrinsic affects are often recognised as inevitable results of an ecologically sound environment in which media effects of any length reveal themselves, nonetheless.

The frequent evaluation required to determine the duration of media impacts must be taken into account as well, since it may change those effects themselves. Due to the fact that they make people aware of the effects being assessed, all obtrusively collected evaluations are subject to this possible distortion. The measuring of impact duration has certain practical

problems, mostly economic ones. Evidently, doing many actions necessitates a larger expenditure of time and money than adopting a single impact measure. Another barrier is the likelihood that respondents would drop out after receiving many evaluations. The following examples from research illustrate the several suggested features of duration measurement[3], [4].

DISCUSSION

Communication researchers disagree on the extent of how, why, and when the media affects individuals. Despite the objections, the idea is, in part, true. Investors could act in response to facts or news they read in an article or headline, for instance. The media impact is especially prevalent in the mortgage industry, where prepayment rates often rise sharply when certain news or stories are broadcast or published by the media. Most investors like reading the Wall Street Journal, Barrons, New York Times, Seeking Alpha, Bloomberg, Quartz, etc. as some of the popular media. In most situations, the media impact has been blamed for a rise in mortgage refinancing during low-interest rate times. A notable example is the New York Times, which consistently publishes articles on interest rate drops and how they affect mortgages. There is no guarantee that readers of such articles will decide to raise or refinance their mortgage prepayment rates. Following the instant announcement of interest rates, other investors who see these tendencies and predict a rise in refinancing may also place bets.

Agenda-setting, framing, and priming are just a few examples of how the media directly influences our priorities, perceptions, and emotional reactions. The cultivation hypothesis and social learning, on the other hand, emphasise how media exposure over time leads to more significant changes in cultural norms, values, and behavioural patterns. These consequences are more obvious in the digital age, when the expansion of online platforms has increased the influence of the media and given the conversation new dimensions.It is essential for us as media consumers to be aware of these consequences and strengthen our media literacy. When navigating the media ecosystem, critical thinking and discernment are crucial skills because they allow people to assess information, challenge narratives, and reach well-informed conclusions. Additionally, media producers and stakeholders have a duty to think about how their work may affect society and to advance moral and responsible media practises.

Timeframe of Transient Effects

There are several examples of immediate and maybe transient impacts in media study. The most popular explanation for these effects is priming, which is a process. In a nutshell, a media event is thought of as a prime that, as long as the activation lasts, affects future prime-related thoughts and behaviours. For instance, the prime is believed to enhance subsequent anger and aggressiveness after exposure to violent events since it activates structures that are associated to these emotions. However, the study on these prime and subsequent behaviour dependencies has often failed to determine the timing of either prime activation or contingent behaviour. As a consequence, it is yet unknown how long acute media impacts will last.

It is commonly believed that priming effects are transient, maybe lasting just a few minutes, despite the absence of comprehensive studies of their longevity. The flow of media and other environmental stimuli, however, have also been theorised to define a series of primes, with the impact of the most recent prime overriding the effects of the others. According to this conception, the effects produced by certain primes can be momentary. Obviously, thorough length measurements are necessary before this problem can be resolved. Theories of emotional reactivity focused more on the length of an impact. For example, according to the excitation transfer hypothesis, excitement, regardless of how it is caused, degrades slowly and, as long as residues exist, increases future emotional experiences and behaviours.

Duration measurements become critical since the effects are mediated by the lingering excitatory residues[5], [6].

The development of music enjoyment was the subject of a previous study. Respondents listened to musical choices after being pre-aroused by film exposure. For up to five minutes, transfer facilitation was seen. After that time, the facilitation was gone and the residues had degraded. The length of aggressiveness facilitation after exposure to variously stimulating films was assessed by another excitation transfer investigation. Transfer effects were shown for up to 11 minutes after a very sensual sexual video but not after a more seductive violent picture.

Other studies looked at how intense emotions, such those brought on by seeing news video of a suicide, might be distracting. An upsetting story was followed by three counterbalanced reports, each 90 seconds long, on topics of broad interest. For the first and second of these reports, but not for the third, information collecting was significantly hampered. Thus, the duration of the emotional diversion was 3 minutes. The same results concerning impact duration were reached in related research that followed up on the first and used a methodologically comparable approach.

More systematic evaluations of impact duration are now available because to recent advances in computer-assisted data gathering technology. For example, automated processes have been developed to assess exposure in seconds or minutes for selective exposure study. Respondents were put into good or negative moods before being given the option to listen to music as part of a study looking at how emotions affect music preference. The listeners were unaware that their decisions were being automatically recorded at 1-minute intervals during a 10-minute period. When compared to individuals in a good mood, it was shown that those in a negative mood made a decision on their favourite music more rapidly and stuck with it for the duration of the study.

The same completely automated process was utilised to examine the impact of headline framing on the reading of the related articles. The framed headlines of an electronic newspaper's summary were factual or pointed to human strife, suffering, anguish, or financial hardship. The selections of the responders stabilised and grew more focussed after the first sample across frames for roughly 4 minutes. The following 6 minutes were spent reading stories with different leads, most of which portrayed conflict and misery. The suggested novel methods for automatically determining the duration of effects without creating knowledge of study aims suggest that progress in effect-duration assessment is finally within reach.

Effects have a medium-longevity

A strategy of repeated exposure and delayed impact evaluation was used in certain studies on the effects of media violence and pornography. Effects were determined days or weeks following exposure to the material, which was given to respondents in daily sessions that were consecutive over the course of a week. To verify that the effects evaluated were not transient ones just after the previous exposure, delays were applied. A day following exposure, it was discovered that repeated exposure to violent media had impacts that were more aggressive and antagonistic.

The impact of frequent exposure to pornography, often only one exposure session over the course of a month, ranged from 1 to 8 weeks. After one week, a number of perceptual and dispositional effects were seen. After two weeks, a change in sexual preferences was seen. For up to 8 weeks, there was a habituation drop in the physical components of arousal. One to

three weeks' worth of research has been done on the perception and judgemental impact of a single exposure to news headlines. Reports that presented the economic and environmental effects of livestock farming in a different way, for example, were shown to have the power to change people's opinions of the problem right away. A second examination made three weeks later revealed a little residual impact[7], [8].

Exemplification theory was used to explore how topics in the news were perceived. Reports were presented to respondents, and their evaluations of the problems were either recorded right away or after a wait of two or three weeks. The evaluations were never all repeated. One analysis used a factual small-farm economics report that either included a representative distribution of interviews with successful and failed farmers or engaged just farmers who were having financial issues. The initial assessment of problem perception demonstrated that the one-sided exemplification created an especially pessimistic picture of family farming. The results of the 2-week delayed assessment were the same, showing that the formed impressions remained consistent for at least that long. The impacts of graphic exemplars were investigated in separate research. Instead of written examples, the report included pictures of successful and unsuccessful farmers. In contrast to 10 days later, the impacts were discovered right away. Again, the results persisted over time.

A factual report that emphasised various outcomes for victims was used in research into people's perceptions of the danger associated with carjackings. Victims were shown as having either experienced either slight injuries, severe physical suffering, or death. The instant measurement revealed a correlation between the severity of the injuries sustained by the news report's exemplars and the respondents' anxiety about the crime of carjacking. The 1-week delayed assessment showed that the anxieties had not only remained but had become worse.

Using the same design as before, a health assessment revealed impacts that may last for a while and perhaps become worse. Images showing skin cancer's outward symptoms, whether dangerous or quite benign, were shown during exposure to a programme explaining the hazards of the disease. As a result of the text message's immediacy overriding the influence of the images, the diverse visuals failed to create noticeably different effects on risk perceptions immediately after exposure. The respondents' perception of the danger of this malignancy to others and to themselves changed more significantly and more strongly 2 weeks after being exposed to the menacing visual. Although it seemed that most of the text's effect had been lost, later on, the message's influence may be dominated by the visual that was remembered. It was decided to choose topics that were off the media's radar during data collecting in order to protect against any external impacts during the delay period. Pre-tests made sure that respondents knew very little, if anything, about the chosen problems.Most of the effects' durations may last much longer than they have been reported to. This is still speculation, however, in the absence of more delayed evaluations.

Long-Term Effects' Duration

Research on messages that promote good health often measures impacts over long periods of time via repeated evaluations. For example, a study evaluating the impact of various appeals in a campaign to promote sun protection behaviour revealed that very direct and unreserved language encouraged more compliant behaviour than other forms of communication. This result was seen not just right away after message receipt but also six months afterwards.

Messages were adjusted or not to the respondents' personal circumstances in another research that attempted to increase fruit and vegetable intake. Interviews were done five and twelve months afterwards. Customised appeals, particularly those that are repeatedly used, outperformed an untailored one in terms of modifying dietary behaviour over time. A one-

year research with nursery-school children was done to investigate the long-term consequences of media violence exposure. The children's watching preferences and aggressive behaviour were noted during multiple chosen times and contrasted in a cross-lagged manner. In some of these times, earlier aggressiveness was linked to later watching, but earlier aggression was also linked to later viewing. The pattern therefore implied mutual effects.

The whole 22 years of the longest possible longitudinal study on these impacts. It was evaluated if 8-year-olds preferred violent media and displayed aggressive behaviour. Many of these kids underwent a 10-year follow-up. Boys' early exposure to violence and later aggressiveness were shown to be significantly correlated by cross-lagged analysis. However, the inverse relationship between early aggressiveness and later violence watching was insignificant. This conclusion was taken to mean that repeated exposure to violence ultimately leads to aggressive behaviour. Effects after 22 years were investigated in the ultimate follow-up. The suggested trend was once again shown by a cross-lagged analysis. Aggressive guys seemed to have given in to the effects of 22 years of viewing violent television at the age of 30.

Additional confirming data was produced by 4 years of follow-up study that was carried out in many nations and cultures. The causative interpretation of violence viewing and violent behaviour, however, was not clearly supported by a three-year study including schoolchildren and adolescents aged 7 to 16. Although several features of the connection under study were favourable, regression analysis showed that their importance was insignificant. The disagreement over the effects of media violence persists despite the significant investment in longitudinal evaluations, and it is thus impossible to establish a causal link between prolonged exposure to violent media and aggressive behaviour[9], [10].

The media impact postulates that news items have the potential to boost or depress a company's earnings and stock price. No corporation is exempt from headline risk in the age of the round-the-clock news cycle and social media amplification. Even if they were far distant from the disaster itself, for instance, news of the Fukushima nuclear catastrophe in 2011 penalised stocks with any associated businesses, from Australian uranium miners to U.S. nuclear power plant owners.The credit markets are not exempt from the media influence. Some economists believe that news stories highlighting a decline in interest rates and how this affects mortgage expenses are to blame for an increase in the number of refinances during low interest rate periods. Readers of these publications are likely to refinance their mortgages and raise their prepayment rates as a result. In anticipation of the rise in refinancings, investors who are also following these patterns may decide to take positions based on the news that is immediately released.

Trading tactics and the media impact

Many fundamental investors take a lot of time to do their due diligence on potential investments and weigh their options. Here, short-term trading methods and the media impact are more tightly tied. Investors that follow the media impact may purchase and sell a certain security within a one-day or one-week time frame rather than purchasing and keeping a particular firm or asset class for an extended length of time. Investors might short the shares of Tesla (TSLA) if, for instance, the Wall Street Journal publishes a defamatory article before the release of financial reports or before the introduction of a major technological advancement.Shorting entails obtaining company stock on loan from a broker and selling it right away at the going rate. The short seller's margin account will be credited with the sale's proceeds. The short seller will later cover the short position by purchasing it on the open

market and returning the shares that was lent to the broker. The short seller's profit or loss is determined by the difference between the selling price and the acquisition price. Assume, for instance, that TSLA is priced at $300 per share and that an investor thinks the price will drop soon because of rising competition. In order to sell the shares at the present price, the investor may "borrow" them from the broker. They may then buy the shares back and sell them back to their broker for a $10/share profit when a rival launches a comparable energy-efficient automobile model and TSLA's price drops to $290 as projected.

CONCLUSION

In conclusion, there are many and intricate effects of the media on people and society, including both direct and indirect consequences. The many ways that media affects our thoughts, attitudes, and behaviours as well as how we see the world around us have been emphasised in this research. The contrast between direct impacts, which cause instant reactions, and indirect effects, which have a longer-term impact on society and cognitive development, highlights the complexity of media's influence.Understanding how direct and indirect impacts interact is crucial in a society where media has permeated every aspect of our lives. We may harness the potential for good change while avoiding its possible dangers by acknowledging the influence of media on perceptions and behaviours. In the end, a society that is educated and media literate is better able to interact with media in ways that encourage critical thinking, empathy, and a well-rounded view of the world.

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CHAPTER 9

UNDERSTANDING THE DYNAMICS OF SOCIAL NETWORKS AND MEDIA CONTENT

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ABSTRACT:

Numerous academic disciplines, including communication, political science, and sociology, have turned their attention to the complex interaction between social networks and media content. In his groundbreaking book "The People's Choice," Paul F. Lazarsfeld developed fundamental concepts like political cross-pressures and opinion leadership, which now serve as the framework for research on how social networks, mass media, and political ideas interact. By spreading information, opinion leadersthe major nodes of social networksbridge the gap between the general population and the media. Opinion leaders act as conduits in the "two-step flow of information," impacting both media exposure and interpersonal communication, despite improvements in assessing opinion leadership. Subsequent study has supported the idea of opinion leaders by identifying characteristics including curiosity, knowledge, and social acceptability. Opinion leadership continues to have an impact on life happiness, social trust, and civic engagement despite the development of digital media. Political cross-pressures were long thought to cause disengagement, but more recent research offers other viewpoints. By being exposed to many points of view, one may learn more about politics, expand their knowledge, and give their own opinions more thought. Cross-pressures may also spur political mobilization and increased engagement, whether they are encountered in interpersonal interactions or media consumption.

KEYWORDS:

Media, News, Social Networks, Social, Society.

INTRODUCTION

Disciplines including communication, political science, and sociology continue to be fascinated by the complex interactions between social networks and media content because it creates a dynamic environment. Since Paul F. Lazarsfeld's seminal book "The People's Choice," which introduced enduring theories like opinion leadership and political cross-pressures to explain the intricate interactions among mass media, social networks, and political viewpoints, this intersection has been a focus of research.Opinion leaders act as crucial links between the general people and the media and are seen as key nodes within social networks. Opinion leaders, as defined by Lazarsfeld, are those who are both concerned and articulate about a certain problem. They continue to play an important part in the "two-step flow of information," where opinion leaders get information from the media and pass it on to others. Later studies have improved our knowledge of opinion leaders while reiterating the importance of their influence on public dialogue.

Identifying the characteristics of opinion leaders, such as curiosity, expertise, and social acceptability, have supported the development of opinion leadership. Recent studies have also shown a relationship between opinion leadership and community participation, social trust, and life satisfaction, underscoring their sociopolitical importance.In the presence of cross-pressures, the dynamics of the media and social networks take on a particularly potent quality[1], [2]. While the two-step flow aids in overcoming early information resistance,

current study shows that news media expose people to other points of view more efficiently than interpersonal contacts. It is unclear if the consequent cross-pressures are advantageous or detrimental since they put particular political alignments under pressure.

Cross-pressures, according to scholars like are normatively preferred for the formation of opinions. Conflicting information exposure promotes more political awareness, learning, and participation. This exposure may stimulate thinking, encourage information-seeking behaviour, and result in a deeper comprehension of other viewpoints. A new paradigm is required to comprehend how geographically constrained face-to-face networks, digital interactions, and conventional mass media interact. Such cross-pressures also result from online interactions.The function of media as a leisure activity and its effects on family communication patterns may be better understood by looking at media within the context of family dynamics. Individually and collectively, families use media extensively, and families are often where children are first exposed to media. Children's media exposure and its impacts are influenced by parental practices such as active mediation, social co-viewing, and restricted mediation.

Models like McLeod and Chaffee's concept-orientation and socio-orientation framework may be used to understand how family communication habits and media usage interact. In addition, family systems theory employs a comprehensive strategy to examine how media is incorporated into family structures, illuminating patterns of interaction and power relations. Approaches from critical or cultural studies emphasise how media either upholds or undermines the current power structures in families.Understanding the interactions between social networks and media content becomes more crucial as media landscapes change. Continued research is necessary due to the confluence of online and offline contacts, the growth of varied media platforms, and their effects on family dynamics and opinion formation. Researchers may contribute to a better understanding of the constantly changing media environment by exploring the intricate links between social networks, media content, and their consequences on people and society.

Although the phrases "social network" and "social media" seem to be the same thing, they vary significantly. Social networking is a platform for connecting with one another, while social media is essentially a platform for disseminating information. Social networking is a kind of two-way communication, while social media is a conduit for communication. Let's examine the distinction between social media and social networking in more detail.

The typical mediums that come to mind when we hear the word "media" are newspapers, magazines, and television. However, the phrase takes on a very different tone when you put "social" in front of it. When it comes to how a person consumes, shares, and participates with what is being given, social media adds a technical component as well as flexibility. As a result, the ideal approach to define social media is as an internet-based method of disseminating or publishing digital material that allows users to completely engage with it. Social media may be published by anybody. For digital consumption, mainstream news organisations like CNN and Fox News create their own material. Organisations and businesses also engage in this. Even the neighbourhood football team where your kid plays may produce social media for its members to read, watch, and engage with[3], [4].

Think about social networking in terms of the material that users are getting. A platform is first required for social networking. Facebook, Instagram, Twitter, and LinkedIn are a few popular examples of social networking websites or platforms. Users sign up for a social networking site and start networking with other users. Users may choose who they wish to

communicate with by doing this. Communication might be one-way in certain situations or bidirectional or multidirectional in others.

Social media in the workplace

Social media networks allow businesses to communicate with their consumers.In other words, choosing radio presets on a vehicle stereo is similar to social networking. It facilitates access to the content you want and don't want to consume. And once again, material may be distributed through friends, colleagues, the news media, or any other group or community the user is interested in. In order to distribute material to individuals who want to consume and engage with it, social media needs a social network.

The distinction between social networking and social media

There are intricacies to take into account even with the information. As an illustration of how the phrases might vary while yet having some overlap, consider Facebook as a social networking site. You sign up, publish your profile, connect with friends, and engage in other interactive activities like leaving comments on articles. Businesses create a profile on that same social networking site and utilize Facebook to spread their brand message and attract followers. This clearly qualifies as a use case for social networking and social media.However, there is a definite distinction between the two. In order to distribute material to individuals who want to consume and engage with it, social media needs a social network. As a result, social media networks serve as the foundational technology and human connections, whereas social media itself only focuses on content shared and consumed on social networking sites.

DISCUSSION

The development of internet communication has made the connection between social networks and media content even more complicated. Online connections often supplement in-person contacts, increasing media consumption. As kids have more access to media on their own in their bedrooms, parent-child conversations about media experiences are decreasing. This change emphasises how crucial it is to comprehend family relations while using media. Family media consumption and understanding are shaped by parental mediation techniques such social coviewing, restricted mediation, and active mediation. The influence of media on communication patterns, power dynamics, and family structures may be seen by examining these dynamics. A multidimensional approach that takes into account historical theories, current digital dynamics, and family-level relationships is required for the analysis of social networks and media content. This field of study is still developing, reflecting the significant influence of media on society and the constant development of communication environments.

The blending of in-person contacts and online participation opens up new channels for the effect of media as the digital age reshapes the limits of interpersonal connection. A sophisticated knowledge of how media affects family dynamics and interpersonal interactions is necessary given the development of media consumption habits, which is being driven by individualised access and the proliferation of digital platforms. Parental mediation techniques reflect the continued difficulty of negotiating the influence of the media on the attitudes and values of families.Political cross-pressures' dynamic character challenges traditional ideas of disengagement and provides a more nuanced understanding of how exposure to other points of view may encourage political mobilisation and deepen involvement. These dynamics have been further altered by the internet environment, enhancing the potential for cross-pressures to foster informed civic involvement and foster critical thinking[5], [6].

Social networks and media content

Many of the major challenges that fields like communication, political science, and sociology continue to grapple with when simulating the junction of mass media and social networks were outlined by Paul F. Lazarsfeld and his colleagues in the people's decision. They provided two fundamental theoriesopinion leadership and political cross-pressuresthat are still important today to explain how mass media, social networks, and political views interact.

Opinion leaders were seen by Lazarsfeld and his associates as social network nodes that were vital for establishing linkages between the public and the media. Citizens "who are most concerned about an issue as well as most articulate about it" were considered opinion leaders, they said. The operationalization and measurement of opinion leaders have been improved by further study. However, the initial meaning of the concept and the expected function of opinion leaders in social networks haven't altered much. Most crucially, opinion leaders serve as a vital connection in the "two-step flow of information" described by Lazarsfeld and his associates. Particularly, compared to the general public, opinion leaders tend to depend less on interpersonal sources for their own information needs. Instead, people look to the media in general for fresh information. And because of their standing as community leaders, they disseminate this knowledge to non-opinion leaders who depend more on personal connections than on the media.

Much of the initial theorising by Lazarsfeld et al. in the setting of modern social systems was corroborated by subsequent study. For instance, Weimann discovered that opinion leaders exhibit greater levels of curiosity, expertise, and social acceptance than nonleaders. Most recently, Scheufele and Shah found a strong connection between opinion leadership and life satisfaction, social trust, and community involvement.Due to interpersonal channels' ability to overcome and avoid early resistance to information based on political biases, the two-step flow of information through social networks is particularly successful. However, more recent study indicates that news media is considerably more likely to expose people to information that is conflicting with their attitudes than are most interpersonal settings in contemporary democracies. The issue of whether the cross-pressures that ensue from exposure to attitude-inconsistent information are desirable remains, however, regardless of where it occurs.

According to Lazarsfeld and his coworkers, being subjected to cross pressures caused people to want to avoid politics, which in turn caused them to put off making voting choices and reduced their likelihood of doing so. The political participation of people who are subject to cross-pressures is undermined by two connected processes, according to Mutz's more recent research. In order to preserve the peace of their social ties, those who participate in social networks that expose them to regular conversations with others who do not share their views avoid politics. The "social accountability" impact is what Mutz refers to. Second, her research demonstrated that "exposure to those with political views different from one's own also creates greater ambivalence about political actions, and thus makes it more difficult to take decisive political action". This result is what she refers to as "political ambivalence[7], [8]."

Contrarily, researchers like Scheufele et al. have argued that exposure to information with contradictory attitudes in one's social networks and the consequent cross pressures are crucial and normatively desirable components of opinion development. They specifically contend that exposure to such knowledge may have significant mobilising and informational advantages. First, by regularly exposing individuals to facts and points of view they were previously unaware of, attitude-inconsistent information may promote increased political awareness and learning. Second, and perhaps more crucially, interactions with other individuals who have opposing views might force network members to compromise,

encouraging them to reconsider those subjects where there is dispute. Therefore, being exposed to disagreement in a debate is likely to result in increased cognitive activity or further information seeking, encouraging people to learn about other viewpoints and think more deeply about what they already know. According to recent research, those who are exposed to more material that contradicts their attitudes also tend to have larger argument libraries and participate in politics more actively.

Recent study has raised the possibility that people may start using online communication to augment or possibly take the place of in-person contacts in their social networks. Findings by Hardy and Scheufele in particular shown that the mobilising impacts of conventional news media during campaigns were much greater for individuals who engaged in online conversations with others about the themes of the campaign. In other words, individuals either digested material from traditional media more thoroughly in preparation of their online talks with potentially disagreeable outsiders, or they utilised online discussions to help them make sense of information that they had been exposed to in traditional media. In the end, a new paradigm for thinking about social-level impacts on opinion formation and political engagement will be necessary given the developing linkages between geographically specified face-to-face networks, online interactions, and conventional mass-mediated information.

Communications with family and media messages

For many families throughout the globe, using the media is an important aspect of leisure time. It is crucial to research how family dynamics affect media use and how media messages are understood because family members spend a lot of time using media both individually and collectively, and because the family is where young people are first exposed to media. How the presence of media in the house affects family communication is a related subject.The most common forms of media in homes globally are television and radio, although in economically developed nations, the number of TVs, radios, audio and video playback devices, computers, Internet-connected devices, and video gaming consoles is rising. Even though different practises exist inside and between cultures, managing media is acknowledged as a crucial aspect of modern parenting.

Media-Related Habits at Home

Restrictive mediation, social coviewing, and active mediation are three of the most important media-related parenting practises that have been found by research on families and media. The majority of this study is based on American studies of the television medium, however Nikken and Jansz have more recently highlighted how these three types of interaction may be used with other media, such video games.With children younger than seven, restrictive mediation—parental control over kids' media usage by setting limits on screen time or acceptable media content is a frequent practise. The majority of parents with children 8 years and older do not enforce regulations relating to content or time spent with media, despite the fact that parents of children of all ages express worries about sexual material, violence, and adult language in television, video games, and music. Parental concerns about the negative impacts of media are related to restrictive mediation[8], [9].

With younger children and when parents have good views towards a particular medium and are regular users themselves, media usage by parents and children is more common. However, recent trends indicate a decline in co-use of media as a result of the introduction of technologies that are better suited for solo usage and the expansion of the variety and quantity of media available in homes. These elements, combined with social changes that encourage kids to spend more time inside and take charge of their own lives and activities, have led to

an increase in kids having their own media systems in their bedrooms, a development that is linked to more solitary media use. Although most research reveals minimal parent-child communication regarding media experiences, the decreasing possibilities for parents and children to share media experiences together raise concerns since they signal missing opportunities for conversation and participation.

Children who participate in active mediation have been proven to benefit in a number of ways. The amount of ideas learned through media is increased, provided information is enhanced or reinforced, internalisation of anxieties and concerns and the modelling of antisocial behaviour may be lessened, and it aids youngsters in making appropriate assessments of the realism or veracity of media material. Parental worries about the possible effects of media, whether they are seen as good or bad, have been linked to active mediation. While parents' actions towards their kids have traditionally been the focus of family and media research, other relationships between family members are also of academic interest. Examples include how children's media preferences and use affect parents' media use, how siblings use media, and the function of media in the family as a whole.

Theory-Grounding Ideas

Communication experts have looked at how family communication patterns, such as how media are controlled and how their content is debated and perceived, are influenced by more general communication habits. A commonly used model of family communication patterns that connected to media usage in the family was created by McLeod and Chaffee. The study identified two communication modalities in families, conceptorientation and socioorientation. While the conceptualization and measurement of these communicative styles have changed over time, research has shown that more concept-oriented families tend to watch television more frequently and draw attention to television messages that uphold their values. In contrast, socio-oriented families tend to watch television more frequently overall.

Another paradigm for explaining how media isutilized in the context of families is provided by family systems theory. With a focus on analyzing the family as the major unit of analysis rather than examining the behaviours of family members individually, this method adopts a holistic perspective of the family. The family system's norms, values, and beliefs are considered as extending to how people utilise media. From a family systems viewpoint, media study looks at interaction patterns, responsibilities that family members play in relation to one another, and how media integrate into the structure of families. Despite its underutilization, family systems theory is regarded as a crucial area for media and family studies because it shifts the focus from a more causal, linear model of how families use media to one that is more interdependent and complex[6], [10].

A more critical or cultural studies approach for communication research has also been used to analyse roles, or the recurring patterns of behaviour of family members, with an emphasis on how media may assist sustain or alter power relations. This method was used in David Morley's study on British families, and his in-depth interviews with family members demonstrated how conventional gender roles manifested in mothers' and dads' television viewing. Fathers specifically used their right as the family's primary provider to control their children's leisure time by coming home, choosing more of what was seen on television, and paying closer attention while doing so. Mothers, on the other hand, often engaged in discussion while watching television as a more sociable activity. Other roles within the family may be reinforced or altered by media in addition to gender. position reversals, in which teenagers adopt the position of the "expert" and parents assume the role of the "learner," are of particular relevance with regard to contemporary media, such as computers

and the Internet. Work-related media are blurring the lines between work and home, making it more difficult to balance the responsibilities of being a parent, a spouse, and a worker.

CONCLUSION

In summary, exploring the complex interplay between social networks and media content offers priceless insights into the current state of communication, information sharing, and societal interactions. The fundamental notions put forward by Paul F. Lazarsfeld decades ago still hold true in the context of modern media settings. Opinion leaders have a crucial role in influencing people's opinions and attitudes, as shown by their continued importance as media and public relations intermediaries.In summary, a comprehensive strategy that incorporates historical contexts, modern digital realities, and family-level relationships is needed to comprehend how social networks and media content interact. The dynamic interaction between media and society constantly alters the structure of public discourse, highlighting the need of continued investigation. This field of research continues to be crucial for understanding the complex processes that underlie contemporary information distribution, social interactions, and the development of individual and group views even as communication environments change.

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CHAPTER 10

MEDIA ENTITIES IN INDIA: PRINT MEDIA, ELECTRONIC MEDIA, FILM AND EDUCATIONAL INSTITUTIONS

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ABSTRACT:

India's media landscape is broad and multidimensional, including print, electronic, cinema, and educational institutions, as well as a variety of media types. This abstract explores the many media organisations that are present in India, emphasising their unique traits and contributions to the media landscape of the country. Newspapers, journals, and periodicals make up India's print media industry. These publications have traditionally been key in informing the public of news, information, and views. These periodicals cover a broad variety of subjects, including culture, current events, politics, and lifestyle. They support the pluralistic character of Indian media by providing a forum for both national and regional viewpoints. With the introduction of television and internet platforms, the environment for electronic media in India has experienced a tremendous upheaval. Millions of homes nationwide get news, entertainment, and instructional programming via television networks. Similar to how the growth of digital media platforms, which include interactive features and real-time updates, has transformed how news and information are consumed. Bollywood, as the Indian film industry is often known, is a significant part of the country's cultural identity. Indian film reaches a diversified audience with a wide range of genres and languages, reflecting the nation's rich cultural legacy and socioeconomic dynamics.

KEYWORDS:

Cultural, Electronic Media, Management, Media, Socioeconomic.

INTRODUCTION

The media are very important to our daily lives. Our preferences and way of life are determined by the most powerful media. Newspapers, magazines, books, radio, television, and the internet are all examples of media. It is thought of them as the fourth pillar of democracy. There are several organisations that assist and keep an eye on these media's operations.The Union Ministry of Information and Broadcasting oversees the majority of them. The public is not very acquainted with these media outlets. However, they play crucial roles in how the Fourth Estate operates. We are aware that media ownership has a significant impact on the kind and presentation of media material. We'll talk about media outlets that are governed by the Indian government. We'll examine the management and organisational setup of these government media outlets.

Media Organisations by Types

A some of the media outlets that are of the utmost relevance;

1. Print Media Companies
2. Organisations for Electronic Media
3. Movie Organisations
4. Institutes for Media Training
5. Apex Media Authorities
6. Print Media Companies

In India's media landscape, print media has a lengthy history. Our media organisations went through a number of stages from Hicky's Gazette to the contemporary hi-tech media environment[1], [2]. There are various media organisations founded by government and non-government organisations to assist and organise print media operations in a systematic fashion. The majority of these organisations are established on Parliamentary Acts, and they provide recommendations for the orderly operation of the print media sector:

India's Registrar of Newspapers

1. PIB, or the Press Information Bureau
2. Section of Publications
3. India's Press Council (PCI)
4. The DAVP is the Directorate of Advertising and Visual Publicity.
5. ABC -- Audit Bureau of Circulations
6. (INS) Indian Newspaper Society
7. NRS, or the National Readership Survey
8. (IRS) Indian Readership Survey
9. India's Readership Studies Council (RSCI)
10. India's Registrar of Newspapers

On July 1, 1956, the Registrar of Newspapers for India (RNI), as it is more often known, was established. On the advice of the First Press Commission, the RNI was founded in 1953. The RNI's responsibilities and tasks are outlined in the Press and Registration of Books (PRB) Act, 1867. All printed items must be registered with the RNI. No newspaper may be published in India without a formal registration, according to Rule 5 of the PRB Act, 1867. "Any printed periodical work containing public news or comments on public news" is what is meant by a newspaper. As a result, every publication falling under this type of newspaper must register with RNI.

1. Major duties of RNI include:
2. Title confirmed.
3. Newspapers are registered.
4. Releasing updated or duplicate certificates.
5. Verification of publications' claims about their circulation.
6. PIB, or the Press Information Bureau

The Press Information Bureau (PIB) is the central government organisation responsible for informing the print and electronic media about government objectives, programmes, and accomplishments. It serves as a communication channel between the government and the media.

1. Three major categories may be used to classify PIB activities:
2. Information, instruction, and public relations
3. Information for the Government
4. Special Services and Accreditation
5. Section of Publications

The Publications Division of the Government of India seeks to provide reliable information about all facets of the Indian landscape at reasonable costs. It began to exist in 1941. Subjects covered by the division's books include art, culture, history, people and places, flora and fauna, children's books, science and technology, Gandhian literature, and biographies of notable individuals. This branch has made significant contributions with reference books including India-A Reference Annual, Press in India, and Mass Media in India. The Division

also publishes 18 monthly periodicals in Malayalam and other Indian languages. Their well-known weekly is called "Employment News[3], [4]".

India's Press Council (PCI)

The Press Council of India is a legally recognised quasi-judicial body tasked by Parliament with upholding press freedom and maintaining and raising the bar for Indian newspapers and news organisations. The Council generally carries out its duties by making decisions about complaints made either by or against the Press over alleged transgressions of journalistic ethics. The Council may issue a warning, admonishment, censure, or express disapproval of behaviour if a newspaper or news organisation has broken journalistic ethics or if an editor or working journalist has engaged in any professional misconduct. The Council is also given the jurisdiction to comment on any actions taken by any authority, including the government, that interfere with press freedom. The Council's rulings are conclusive and cannot be challenged in a court of law.

DISCUSSION

The principal multimedia advertising organisation of the Central Government is the Directorate of Advertising and Visual Publicity (DAVP). Almost all Central ministries, departments, and autonomous entities' communication requirements are met by it. Its distinctiveness is the provision of single-window cost-effective services. It informs and enlightens the populace on the government's policies and initiatives, both in the rural and urban areas. Through press advertisements, electronic media, printed booklets/folders, exhibits, and outdoor promotional tools, it encourages people to take part in development activities. Hoardings, bus panels, kiosks, wall paintings, banners, animation displays, ornamental railings, cinema slides, metro display boards, metro train interior panels, and other forms of outdoor advertising are used by the Outdoor Publicity Wing to disseminate the word.

Audit Bureau of Circulations

The voluntary Audit Bureau of Circulations (ABC) is made up of publishers, advertising firms, and advertisers. To validate the circulation information provided by the member newspapers and publications, this institution devised auditing processes. In the published papers pertaining to their distribution, these members may use the ABC logo. Every six months, the Bureau gives ABC certifications to the publishers. The circulation statistics of the magazine regard the ABC's certificate to be genuine.

The ABC's results are not the result of assertions, views, or conjecture, for this reason. They are the outcome of strict, thorough, and unbiased audits of the member newspapers' paid circulations. In order to choose which magazine to use to promote their goods or services, marketers depend on the statistics.

(INS) Indian Newspaper Society

Indian and Eastern Newspaper Society (IENS) was the previous name of Indian Newspaper Society (INS). It is a free-standing association of publishers, owners, and proprietors of newspapers.

Its headquarters are in New Delhi, where it was formed in 1939. An important part of safeguarding and advancing press freedom in India is played by the INS. It analyses the issues with the newspaper business and offers the government a number of solutions. It also serves as a lobbying organisation to defend the rights of the print media in general and the newspaper business specifically.

NRS, or the National Readership Survey

In 1974, the National Readership Survey (NRS) was launched for the first time. It was carried out by the National Readership Studies Council (NRSC), which was founded by the Audit Bureau of Circulations, the Indian Newspaper Society, and the Advertising Agencies' Association of India. The main goal of the National Readership Survey is to offer information that may be utilised as a foundation for the purchase and sale of print media advertising space.

(IRS) Indian Readership Survey

The NRS, which was backed by significant media organisations, was opposed by the Indian Readership Survey (IRS). The Media Research User's Council (MRCU) carried out the first IRS, which was done in 1995. It provides its members with readership and market research.

India's Readership Studies Council (RSCI)

Readership Studies Council of India (RSCI) is the result of the merger of the National Readership Survey (NRS) and the Indian Readership Survey (IRS)[5], [6].

Organisations for Electronic Media

The platforms and gadgets for media are changing virtually monthly, and the media convergence has broken down the barriers that formerly divided mass communication from interpersonal contact. The development of new media has given rise to new ways for people to express their unique ideas, views, and selves. Therefore, the emphasis has switched to how the different media organisations, individually or collectively, regulate the electronic media:

1. Sarsar Bharat
2. Parliament Television
3. IBF -- Indian Broadcasting Foundation
4. BCCC, or the Broadcasting Content Complaints Council

The public service broadcaster in the nation is Prasar Bharati (Broadcasting Corporation of India). It is a statutory independent organisation that was founded on November 23, 1997, with a mission to plan and carry out public broadcasting services in order to inform, educate, and amuse the public as well as to guarantee a balanced growth of broadcasting on radio and television.

Its two parts are Doordarshan and Akashvani (All India Radio).

According to the Prasar Bharati Act of 1990, the main goals of the Prasar Bharati Corporation are to protect the nation's unity, integrity, and commitment to constitutional ideals. to encourage national unity.

Advertisements

to protect citizens' rights to information and to provide an accurate and balanced flow of information on all subjects of public concern. should give particular consideration to the domains of science, technology, agriculture, rural development, health, welfare of the family, education, and literacy. to raise awareness of women's concerns and to take particular measures to safeguard the rights of young people, the elderly, and other disadvantaged groups in society. to adequately address the range of cultures, athletics, and youth-related issues. to advance social justice while defending the rights of minorities, working-class people, and indigenous groups. to encourage the growth of broadcasting infrastructure and broadcast technologies.

India-wide radio

Prasar Bharati includes All India Radio and Akashvani. It offers radio transmission domestically and overseas. In terms of the variety of languages and socioeconomic and cultural groups it serves, it is among the biggest broadcasting institutions in the world. Bahujana Hitaya Bahujana Sukhaya, which translates to "the welfare and happiness of the masses," is the organization's slogan[7], [8].

Doordarshan

One of Prasar Bharati's primary organs is Doordarshan. In the nation, it offers television services. The phrase "Satyam Shivam Sundaram," which means "the truth is God and the God is beautiful," serves as the organization's slogan. On November 1st, 1959, in New Delhi, the television broadcast was launched on an experimental basis in India. Initially, AIR produced and broadcast the TV shows, which were accessible for 30 minutes three days a week. Colour broadcasting was launched by Doordarshan. It now runs 30 TV stations in 22 different languages.

Parliament Television

Rajya Sabha Television and Lok Sabha Television are two of the Parliament's networks.

1. RSTV, Rajya Sabha Television
2. LSTV, or Lok Sabha Television
3. RSTV, Rajya Sabha Television

The Rajya Sabha Television broadcast the proceedings of the Indian Parliament's Upper House, or. the Rajya Sabha. It offers live coverage of the Rajya Sabha's operations. Additionally, RSTV airs shows that have an impact on people's political, economic, social, and cultural lives.

LSTV, or Lok Sabha Television

The Lok Sabha Television is a station of the Indian Parliament that broadcasts live the proceedings of the Lok Sabha, or House of the People. The station also airs general interest programming on topics such as democracy, government, social, economic, and constitutional concerns that affect the public.

Indian Broadcasting Foundation

The governing body for television broadcasters in India is called the Indian Broadcasting Foundation (IBF), and it was founded in 1999. It advances the objectives of the Indian television business and serves as a forum for discussion to make sure that its participants cooperate to accomplish shared objectives. IBF is made up of all significant TV networks from more than 250.

BCCC, or the Broadcasting Content Complaints Council

The Broadcasting Content Complaints Council (BCCC) was established in June 2011 by the Indian Broadcasting Foundation (IBF) in collaboration with the Ministry of Information and Broadcasting as an independent self-regulatory body for non-news channels. A retired judge from the Supreme Court or High Court serves as head of the council, which has a total of thirteen members. Viewer or other source complaints against television programming would be investigated by BCCC.

Movie Organisations

Screening films of distinction and brilliance in the commercial circuit is the main goal of India's numerous film organisations. These institutions also organise festivals and retrospectives that highlight the work of well-known filmmakers and actors. They have also developed a venue for documentary filmmakers to screen their work throughout the years. These organisations put the spotlight on contemporary concerns of society, politics, economy, ecology, and conservation policies and practises, reflecting the shifting trends in the use and usage of cinema as a vehicle of discussion and contestation.

The following list of film organisations includes:

1. Pictures Division
2. NFDC, or the National Film Development Corporation
3. CBFC, or Central Board of Film Certification
4. Indian Children's Film Society (CFSI)
5. India's National Film Archives (NFAI)
6. Organisation for Film Festivals
7. State Film Development Corporation of Kerala
8. Chalachitra State University of Kerala
9. Pictures Division

From its base in Mumbai, the Films Division, one of the departments under the Union Ministry of Information and Broadcasting, creates news magazines, documentaries, short films, and animated features. The Delhi section makes films about family welfare and the military.

Advertisements

The regional production facilities in Kolkata and Bengaluru create short fiction films for rural viewers. The Division serves the non-theatrical circuits as well as the over 8500 movie theatres throughout the nation. Additionally, this division offers prints, stock images, video cassettes, and the distribution rights to both Indian and international documentaries and feature films[7], [9].

NFDC, or the National Film Development Corporation

The National Film Development Corporation of India is the main organisation set up to support the decent film movement in the nation. The NFDC's main objective is to organise, plan, and promote the efficient and integrated growth of the Indian film industry. The NFDC supports emerging talent and works to highlight the multilingual variety of Indian film. Subject to the financial limit set out by this programme, it completely creates the first feature film of a Director to be created in any Indian language. In 1992, NFDC established the Cine Artist's Welfare Fund of India (CAWFI), a foundation that provides financial support to the struggling old-school cine artists. The Indian film business has never had a trust of this size.

CBFC, or Central Board of Film Certification

The Cinematograph Act of 1952 established the Central Board of Film Certification (CBFC), which is responsible for approving films for public screening in India. It must be shown before to public screenings and broadcast on TV and in movie theatres. There is a Chairperson and 25 more unofficial members. The Board has nine regional offices spread throughout 125 cities, including Bengaluru, Kolkata, Chennai, Cuttack, Guwahati,

Hyderabad, Mumbai, New Delhi, and Thiruvananthapuram. The Board's headquarters are in Mumbai. The advisory panels, which are composed of people from all spheres of life, support the regional offices in their evaluation of films.

Indian Children's Film Society (CFSI)

The Union Ministry of Information and Broadcasting oversees the independent Children's Film Society of India (CFSI), which was founded in 1955. CFSI wants to use film as a healthy entertainment medium for young people in general and kids in particular. Every year, CFSI organises film festivals throughout India, targeting 40 lakh kids in rural regions. The CFSI's three main goals are to produce and acquire films, distribute them, and host the International Children's Film Festival. Production of feature films, featurettes, animation, short films, puppet films, and TV series is carried out by CFSI. The group also acquires the rights to screen internationally and in India for films that have won awards.

India's National Film Archives (NFAI)

The Ministry of Information and Broadcasting, Government of India, created the National Film Archives of India (NFAI) in Pune in 1964. To trace, acquire, and conserve for future generations the legacy of national film and a representative collection of international cinema are its primary goals and duties. help organise and compile information on films. to support film scholarships and promote the study of diverse cinematic topics. to serve as a hub for the spread of a strong film culture. to advocate for Indian film overseas. Three regional centres for the NFAI are located in Bengaluru, Kolkata, and Thiruvananthapuram. Additionally, it organises a number of short-term courses and collaborates with FTII to offer yearly four-week film appreciation courses. P.K. Nair is the founding director of NFAI.

Organisation for Film Festivals

To manage domestic and international film festivals, the Ministry of Information and Broadcasting established the Directorate of Film Festivals in 1973. It also organises presentations of foreign films in India and Indian films abroad, enables India's participation in international film festivals, and hosts the National Film Awards ceremony. As a platform for cultural exchange, the Directorate fosters intercultural understanding, gives audiences access to fresh ideas in foreign cinema, fosters healthy competition, and ultimately raises the bar for Indian cinema. Goa serves as the International Film Festival of India's (IFFI) permanent location[10], [11].

State Film Development Corporation of Kerala

The primary goal of Kerala State Film Development Corporation (KSFDC), which was founded in 1975, was to facilitate the creation and development of Malayalam film. It was an Indian state's first public sector enterprise for the creation of motion pictures. For the purpose of promoting cutting-edge film technology in South India, KSFDC established the Chitranjali Studio Complex. The Corporation also owns a network of exhibitions that includes 10 exquisite theatres located across Kerala. It functions as a production company that creates public interest documentaries for the Keralan government.

Chalachitra State University of Kerala

In 1998, the Kerala State Chalachitra Academy was established. It is a stand-alone, nonprofit organisation that falls under the Cultural Affairs Department and works to encourage the burgeoning Malayalam film industry and excellent cinema. By hosting the International Film Festival of Kerala (IFFK) at its permanent location in Thiruvananthapuram, it has further provided cinemagoers in the state with a window into the world of international cinema.

Additionally, the Academy hosts the International Video Festival of Kerala (IVFK), State Film Awards, JC Daniel Award, State TV Award, National Film Festival of Kerala, Spanish Film Festival, European Union Film Festival, Visual Appreciation camps for students and teachers, seminars and exhibitions on film, etc.

Institutes for Media Training

Indian media training programmes aim to increase the number of young people who pursue careers in the arts. Their goal is to empower kids and young adults to use technology, as well as entrepreneurial and leadership abilities, to their fullest potential.

1. IMC stands for Indian Institute of Mass Communication.
2. Research Institute for Newspaper Development and Press Institute of India
3. Pune-based Film and Television Institute of India
4. SRFTI, or the Satyajit Ray Film and Television Institute
5. Kerala Press Institute
6. IMC stands for Indian Institute of Mass Communication.

An independent institute for advanced studies in mass communication, research, and training is the Indian Institute of Mass Communication (IIMC). It was started back in 1965. New Delhi serves as its headquarters. At Dhenkanal (Odisha), Kottayam (Kerala), Jhabua (MP), and Dimapur (Nagaland), IIMC has four regional branches. The Ministry of Information and Broadcasting of the Government of India provides the Institute with whole funding. Officers of the Indian Information Service, Akashvani, and Doordarshan may take orientation classes offered by IIMC. Additionally, it provides postgraduate diploma programmes in public relations, advertising, and journalism.

Research Institute for Newspaper Development and Press Institute of India

In 1963, the Press Institute of India (PII) was established. It was founded as a separate, non-profit trust with the goal of establishing and maintaining rigorous, ethical standards for journalism. A broad variety of topics, including rural reporting, developmental journalism, women's empowerment, the panchayath movement, the struggle against child labour, the fight for children's rights, national security, and reporting and editing techniques are covered in the training seminars that PII offers for journalists.

Pune-based Film and Television Institute of India

Almost all well-known contemporary Indian filmmakers are graduates of the Film and Television Institute in Pune. The Indian government established the Film Institute of India in 1960 as a division of the Union Ministry of Information and Broadcasting. The Institute was renamed the Film and Television Institute of India when the Television Wing was added in 1947. In accordance with the Registration of Societies Act, 1860, the Institute became a Society in October 1974. Eminent figures from the worlds of cinema, television, communication, and culture, as well as Institute graduates, make up the Society. The FTII offers the most up-to-date instruction and technology exposure in the craft and methodology of film and television production. Officers of Doordarshan get in-service training. It has the most modern digital and broadcast-quality production tools.

SRFTI, or the Satyajit Ray Film and Television Institute

The Indian government founded Kolkata's Satyajit Ray Film and Television Institute. The Ministry of Information and Broadcasting oversees this independent educational institution. The Government of India created the SRFTI as its second national-level training institution. The institution provides three-year post-graduate diploma programmes in motion picture

photography, editing, sound recording, and direction & screenplay writing. The institution offers short- and medium-term courses on topics relating to cinema and television in addition to fundamental diploma programmes. Another area of interest for SRFTI is research and exploratory studies in the sociology, culture, and technology of cinema and television.

Kerala Press Institute

In 1979, Kerala Press Academy was founded. It is a partnership of the Indian Newspaper Society, Kerala Union of Working Journalists, and the state government of Kerala. It strives to advance journalism's professionalism and quality. The Academy provides Post Graduate Diploma programmes in TV Journalism, Journalism, Communication, Public Relations, and Advertising. Additionally, it produces books on journalism as well as the bilingual magazine Media. The Academy's campus is in Kochi's Kakkanad neighbourhood.

Apex Media Authorities

People may access information sources freely with the use of the mass communication media, including radio, television, movies, print publications, advertising, and traditional ways of contact. The mass communication medium in India places an emphasis on meeting the entertainment demands of different age groups while also drawing attention to concerns of national integrity, environmental preservation, health care, family welfare, and the eradication of illiteracy, among other things. As a consequence, the Union Ministry of Information and Broadcasting now oversees a large number of media organisations. The Information and Public Relations Department of Kerala keeps an eye on various media outlets' operations. Let's quickly review the operations of these leading institutions:

1. Information and broadcasting ministry
2. Department of Information and Public Relations
3. Information and broadcasting ministry

The Government of India's highest administrative authority for formulating and enforcing laws and norms pertaining to the production of films and the distribution of information in India is the Ministry of Information and Broadcasting. Prasar Bharathi, DAVP, Field Publicity, Song and Drama Division, Publications Division, Films Division, Directorate of Film Festivals, NFDC, PIB, Film and Television Institutes, IIMC, NFAI, CFSI, and CBFC are among the 14 divisions/units within the I & B Ministry.

Department of Information and Public Relations

The Keralan government's authorised and official publicity body is the Information and Public Relations Department (I & PRD). It communicates information about the government and its agencies, offers the public's input to the government, and works to maintain good ties between the government and the populace. Publicising the government's policies and projects is one of the department's main tasks. publishing books on traditional art forms, education, and culture. production and upkeep of content for the Keralan government's official website. Ministers and officials holding news conferences.

CONCLUSION

Institutions that focus on media education and journalism training help to generate qualified workers in the industry. The development of the next generation of journalists, media managers, and communication specialists is greatly aided by these training facilities. Although India's media outlets contribute significantly to the democratic debate, difficulties are also acknowledged in the abstract. Concerns about disinformation and the degradation of journalistic ethics have been raised as a result of the quick transmission of information, both

correct and false, caused by the growth of digital media. The evolving media environment has also led to a reevaluation of established journalistic ethics and practises. In conclusion, there are many different kinds of media organisations in India, including print, electronic, cinema, and training facilities. While navigating the shifting dynamics of the media ecosystem, these organisations play a crucial role in educating, entertaining, and informing the general audience.

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CHAPTER 11

ECONOMIC DYNAMICS OF ADVERTISING IN MODERN MASS MEDIA

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ABSTRACT:

Understanding the function of advertising in the context of contemporary mass media is crucial for comprehending both earlier roots and current trends. Advertising, which is sometimes referred to as "indirect" financing, is a sophisticated economic institution that has a large impact on a variety of sectors and groups. Its effects on media income go beyond just providing commercial content; they also affect content production and distribution. This essay examines the historical progression of advertising from supplemental income to exclusive support, tracing its development as a major source of money for the media. It examines how the economic impact of advertising has altered the relationships among media producers, consumers, and advertisers. The study reveals how advertising has changed the financial environment of numerous media businesses, including newspapers, magazines, radio, television, and the digital sphere, via a thorough examination. Media financing tactics have changed as a result of the influence of advertising agencies, brand marketing, and international market pressures. The interaction between content generation, promotion, and financial interests has become more intense with the growth of conglomerates working in media and advertising.

KEYWORDS:

Ads, Diversity, Economic, Market, Mass Media.

INTRODUCTION

grasp the emergence of contemporary mass media and their history requires a thorough grasp of the economics of advertising. Advertising as an economic institution incorporates several diverse businesses and collectives, and is often referred to as "indirect" financing. The symbolic impact of explicit commercial material, such as television ads, is debatably less powerful than the effect of advertising as a source of money for media. Advertising money has a fundamental impact on the media's non-advertising content as well as the distribution of financed media. This is becoming true even for media and cultural forms like theatrically released movies and video games, which historically have not relied on the creation of advertising income.

Economic Links Between Advertising and Media Have Grown

In the development of contemporary media, advertising has gone from being a secondary source of revenue to a predominate one to an exclusive source. Although early newspapers and magazines had adverts, readers were the primary source of income. Industrialization brought about a shift in this by creating advertising agencies, brand marketing, and national marketplaces, all of which compelled businesses to advertise in both emerging and existing media to promote their products and services. By about 1900, the bulk of income in the newspaper and magazine industry in the United States came from advertising rather than from readers. This changed the fundamental economics of the media, since consumers of the media were no longer the market or source of direct income but rather the product sold to

advertising, the media's bigger client. Today, advertising accounts for 65 to 75 percent of the income generated by print media including newspapers and magazines[1], [2].

In the US, radio finally more thoroughly accepted an advertising income structure than did even the earlier print media, despite the fact that it was not immediately evident when radio was first developing that it would be funded by advertisements. After then, television evolved into a totally ad-supported system from the start. Therefore, advertising accounts for almost all of the income in for-profit broadcasting. Media that were made specifically to deliver advertising and promotional messages, such as billboards, catalogues, and other types of direct mail, further demonstrated the economic power of advertising. Websites are a more contemporary example that may be largely or exclusively supported by advertising. In television, infomercialsa half-hour time slot purchased by an advertiser—serve a similar purpose and have grown to be seen as a reliable source of revenue for both local stations and national networks.

Figures And Trends in The Economy

Measured and/or unmeasured media may be taken into consideration in industry summaries of advertising expenditure patterns and volumes. Traditional mediated advertising venues such as print media including newspapers and magazines, broadcast and cable entertainment media, billboards, and the expanding marketing venue known as the Internet are included in measured media. Unmeasured media expenditure often consists of marketing and advertising initiatives including direct mail, coupons, catalogues, and event sponsorship.

The economic impact of international advertising is substantial and expanding. From less than $450 billion in 2001 to the estimated $640 billion in 2007 in the US, advertising expenditure has surged globally. With over half of worldwide money going to advertising, the US is by far the highest spending nation. However, spending in many other nations maintains up with the US ad boom, and in others, like China, it is even increasing at a noticeably higher rate.

Three significant economic entities interact in the advertising sector: advertisers, advertising agencies, and media businesses. Individuals can advertise, particularly through classified ads in newspapers and websites, but multinational conglomerates are by far the most noticeable and powerful advertisers. The top companies spend billions annually to maintain a global promotional presence and build a consistent and imposing global brand image.In addition to developing campaigns, advertising companies often do marketing research. medium planning and purchasing, in which the advertising agency acts as a middleman between the advertiser and the medium in which advertisements are to be put, is a crucial task. A portion of the media's ad placement fees is often used to pay the agency. The globalisation of extremely big advertising/marketing organisations, which often contain companies that possess a number of powerful, internationally extending individual advertising firms, is one trait of contemporary advertising agencies. These multinational holding firms not only have control over several full-service agencies that combine numerous marketing, promotional, advertising, and public relations tasks, but also their scale gives them negotiating power with media businesses. The top four marketing companies, Omnicom Group, WPP Group, Interpublic Group of Cos, and Publicis Groupe, controlled over 55% of measured media billings in the United States in 2004, demonstrating a significant concentration of ownership in advertising agencies[3], [4].

Direct-mail advertising generates more money than any other single medium in the US when it comes to media expenditure on advertising, followed by newspapers and televisual formats. Although it is currently relatively low on the list, the Internet's growth has historically been significantly faster than average, whereas traditionally dominant advertising media like

newspapers and broadcast network television discover that their development is slower than average for advertising income across all media.

DISCUSSION

The economics of advertising in contemporary mass media represent a complex and transformational force that has impacted the course of media businesses and their growth. This investigation has brought to light the essential function that advertising serves as a preeminent revenue source, signalling a significant transformation from supplementary income to exclusive support for media organisations. The interaction of advertising agencies, brand marketing tactics, and the growth of global marketplaces have all contributed to this transition, finally giving marketers a position of great power.The development of advertising's economic impact has extended beyond just financial factors. It has sparked a major reorganisation of the media environment, resulting in the creation of media conglomerates that serve as both advertisers and revenue-receiving entities. This dual function has transformed the way content is created, fueled cross-promotional activities, and helped the media ecosystem change.

However, there are problems and objections to this economic dependency between media and advertising. Advertising has been praised for promoting consumer spending and mass manufacturing, which both help the economy thrive, but it has also sparked worries about possible obstacles to entry for new goods and the disproportionate impact of political advertising. The tight balance between business interests and journalistic ethics is further highlighted by the connections between advertising, media monopolies, and editorial judgement.The idea of market diversity has grown more important as media landscapes develop. Thanks to developments in digital technology and international distribution networks, contemporary media conglomerates are adopting relevant diversification to expand their influence across complementary media channels. The limits of media conglomerates have been changed as a result of this diversification, which has merged the lines between conventional content categories and ads.

A significant portion of advertising income is accounted for by big media giants like Time Warner, Viacom, and Disney. In fact, businesses like these are both among the top spenders and top beneficiaries of advertising money. Large companies' many responsibilities stimulate the development of extensive cross-promotional efforts and licencing.Advertising fosters mass manufacturing and consequently economies of scale, according to proponents of its positive economic impact, which reduces costs. Additionally, proponents assert that advertising stimulates economic development by promoting consumer spending. The advantages of "free" mediamedia supported mostly by advertising, with no clear and immediate financial cost to media consumershave also been emphasised, particularly with regard to broadcast media and "controlled circulation" periodicals that are given out to certain markets without immediate cost.

The entrance barrier that the expectation of high advertising expenditures generates for new products and services is one of the criticisms of how advertising affects a country's economy. Similar justifications are given for the prominence of political advertising, particularly in nations with little limits on such for-profit activities. One typical criticism is that the number of possible candidates for office is greatly constrained by the high cost of advertising expenditures during a political campaign[5], [6].

Understanding how advertising as an economic force has affected - and continues to influence - the ideological and democratic constraints of media has received a great deal of critical attention. Advertising, according to critics like Bagdikian and Baker, fosters the

development of large, strong media monopolies. As media firms expand, they may provide advertisers with extensive coverage and effective placement by taking advantage of economies of scale, which disadvantages smaller media companies with a narrower audience. Others have drawn attention to the overt efforts made by marketers to have thoughts unfavourable of them or advertising removed from media by withholding advertising income, as well as the possibility for self-censorship on the part of the media. Ad-supported media may also be resistant to ideas that are critical of capitalism in general or even unduly negative about societal norms or bigger institutions. The targeted audiences are likewise subject to the exclusionary tendencies of the advertising medium. Advertising-supported media may favour the creation of content that appeals to such audiences, thus excluding audiences who are not desirable for advertising. In general, audiences who have disposable income, are willing to spend that income, and are willing to try many different kinds of brands are the ideal type of audience that advertisers would like to reach. On the other side, advertising supports consumerist communications to foster an environment that is open to selling messages and entertainment-focused material in media to maintain high ratings and readership.

As media become more overrun with advertisements, advertising agencies adopt integrated marketing communications, traditional media become more desperate to maintain their share of available advertising spending, and digital technologies integrate more deeply with traditional media forms, the economics of advertising will likely continue to change, possibly dramatically.

A trend of the new promotional millenium that challenges the accepted economic wisdom of advertising is the idea of branded entertainment, when marketers incorporate the selling function with historically independent entertainment and news genres. More precisely, sponsorship and product placement are becoming more common in broadcast media as well as other forms of media. By entering the system in the first phases of media content creation and production, these promotional methods change the character of advertising agreements with such media and broaden their reach. Media firms may become audience-information brokers that gather and use the media consumption habits of various audiences thanks to feedback-oriented digital technologies like on-demand watching and target marketing strategies like database marketing and mining.

The lines between the conventional categories of ads and no advertising media content will continue to be blurred by media businesses that are both important carriers of advertising and large marketers for their own goods.

Market diversification in the media

In the new century, media companies and their goods must exhibit diversity. There was a period when media organisations focused on their core businesses due to management decisions or government regulations, and when media creators had fewer options for dissemination. Both of them underwent profound change as a result of invention and time. The parent corporations of the largest Hollywood motion picture production and distribution companies, for instance, are now a part of diversified conglomerates with holdings in the media, broadcast, cable, and satellite television, newspaper, magazine, and book publishing, as well as many other industries unrelated to their core businesses. The films that previously dominated movie theatres across the globe are now also available to watch through satellite and cable television, home video, video-on-demand, iPods, and other cutting-edge technology. Furthermore, these same firms distribute their goods via a vast array of channels[7], [8].

Dimensional Analysis and Measurement

Definitions are crucial since various disciplines and settings conceptualise diversity differently. Whether it be stocks in an investing portfolio or companies in a conglomerate, diversification refers to the variety of components in a specific population. The majority of the literature on diversification can be categorised into two main categories: product diversification and market diversification. Product diversification entails the expansion of businesses into new lines of business or industries, while market diversification entails the modification of an existing product to appeal to new consumers or users. The most frequent use pertains to product diversification, which is further divided into related and unrelated diversification. Related diversification is sometimes referred to as concentric diversification and is also known as corporate or conglomerate diversification.

Diverse methodologies have been used to quantify diversification, and these methods reflect the more complex knowledge that has grown since the 1960s. The first time Gort assessed the level of diversification, he concentrated on the growth of broad industrial sectors. Such metrics were improved by Rumelt, who distinguished between firms and industries. The two- and four-digit US standard industrial classification codes that Gort and Rumelt utilised make this distinction's significance evident. For instance, the four-digit codes distinguished between newspapers, journals, and books, but the two-digit codes included printing, publishing, and related sectors under a single title. In contrast, the four-digit codes under communications distinguished between cable television, broadcast radio, broadcast television, telephones, and telegraph. In the Rumelt approach, linked product diversification within a large industrial sector was quantified at the four-digit level.

Diverse factors drive the diversity of products. Expanding into new industries fundamentally opens up chances to boost revenue and lower overall risk. More complex explanations exist to explain this behaviour. According to the resource perspective, enterprises' surplus capital, including their financial and human resources for management, leads to diversification. The agency view, on the other hand, contends that in the absence of significant ownership stakes, managers pursue diversification to advance their own interests at the expense of the firm's owners. These perspectives contend that successful diversifying businesses capitalise on their existing strengths, including their managerial and technical resources, and forge new synergies. This involves steering diversification in a direction that raises the firm's need for the managers' specific talents, which leads to managerial entrenchment.

Diversifications in Concentration

Diversified conglomerates were popular at one point, which was particularly noticeable in the 1960s and 1970s, but related or concentric diversification has become much more prevalent since then. The big motion picture production and distribution businesses are the most egregious examples of this tendency in the media industry. For instance, the purchase of Paramount Pictures by Gulf & Western Industries in the US in 1966 was the first of many mergers that combined the studios into diverse conglomerates. Gulf & Western, which Charles Bluhdorn oversaw the purchase of over 90 smaller businesses between 1958 and 1969, was the prototypical conglomerate of the mid-1960s. The majority of the assets were located in industrial areas, which is where Gulf & Western got its start. This trend was followed by the 1967 acquisition of United Artists by Transamerica Corporation and the 1969 acquisition of Warner Bros. by Kinney National Services.

One boundary point is the 1985 purchase of Twentieth Century-Fox by News Corp. Although that merger was sandwiched by the General Electric acquisition of RCA in 1986 and the Coca-Cola Company's purchase of Columbia Pictures in 1982, the Fox agreement symbolises

the related diversification that has dominated the industry since the mid-1980s. The publishing industry was the foundation of News Corp, but after buying Twentieth Century-Fox, Rupert Murdoch also had control over Sky Channel in Europe and Network Ten in Australia. Murdoch started the Fox Television Network in 1986 after acquiring seven broadcast television stations from Metromedia. Twentieth Century-Fox quickly rose to prominence as a global content generator for a network of television stations.

This topic depends on how linked or concentric diversification is conceptualised. Numerous studies in the literature have shown that related diversification improves performance more than unrelated diversification because it enables businesses to capitalise on their advantages. The reasons for this are fairly significant. The presence of a strong core business, expanding into industries near to the core industry, and leveraging of core business expertise are all elements of effective concentric diversification. Concentric diversification entails the purchase of businesses in key industries that are connected to the primary industry. This enables businesses to invest in logical adjacencies, so enhancing their strengths and minimising their shortcomings[9], [10].

Product diversification examples

The Walt Disney Company is the example where the effects of this diversification are most obvious. Disney was a company that prioritised "family entertainment" in the early 1980s, and the majority of its earnings came from its theme parks and merchandising. Just 15.5 percent of overall earnings in 1980 came from its motion movies' local and international box offices. Disney became a diverse media conglomerate as a result of the subsequent acquisitions, the most notable of which being the purchase of Capital Cities/ABC Inc. Its Parks & Resorts and Consumer Products businesses together contributed just under 35% of the company's total revenue in 2005. Studio Entertainment contributed just under 24%, while Media Networks contributed just over 41%. A group of newspapers and other publishing properties that Capital Cities/ABC had before the merger but sold after Disney gained control were excluded from the calculation. Disney was able to expand into logical adjacent markets because to the broadcast and cable channels that Capital Cities/ABC owned, although this was not the case for the publishing businesses.

Since the middle of the 1980s, notable media holdings have been a part of diverse conglomerates. The most glaring example in the US is General Electric's ownership of NBC. For instance, approximately 5.2 percent of General Electric's $111.6 billion in consolidated sales in the 1999 fiscal year came from NBC. Universal Pictures was a division of Seagram Company Ltd., a conglomerate mainly known for its wine and liquor operations, at the time. In comparison to the filmed entertainment industry, which also included Seagram's stake in USA Networks, which amounted for just under 24 percent of sales in the 1999 fiscal year, the latter business area contributed over 39 percent of Seagram's total revenues. In 2000, Universal Pictures joined the French corporation Vivendi SA, which has its origins in waste disposal and water treatment. That partnership was brief, and the establishment of NBC Universal in 2004 better represents the varied media corporations that are now in charge.

Global media giants followed similar trends. The publishing firm that Carl Bertelsmann established in Germany in 1835 to produce hymnals and religious literature is whence Bertelsmann AG gets its name. The pre- and post-World War II eras saw Bertelsmann increase its publishing interests, but it wasn't until the 1970s and 1980s that its diversification reached new heights when it acquired the renowned US publishers Bantam Books and Doubleday and entered the music industry with the purchases of Arista Records in 1979 and RCA Records in 1987. In 2004, when just under 25% of Bertelsmann's income came from its

publishing divisions for books and magazines, the effects of such development were clear. This contrasts with more than 42% from its music and television activities and 21% from its Arvato media services subsidiary.

Market augmentation

When examining media companies and marketplaces, the second aspect of diversity is also very important. Although market diversification in many ways should also be taken into account, product diversity is still quite significant. Geographic or worldwide diversification is the most fundamental of these, and most media products are designed in a way that allows this kind of development into new markets possible. One of the distinguishing features of most media products is that the master unit, or "first print" cost in films, accounts for practically the whole cost of production, with copies created at minimal further expense. The majority of media goods are considered to be indefinitely replicable and infinitely exportable because of this.

One of the best examples of the advantages of this diversity is the movie industry. With production, distribution, and exhibition mirroring manufacturing, wholesaling, and retailing in other enterprises, the growth of the studio system in the US in the 1920s produced a structure that mirrored typical American industries. Additionally, the movie company sought out foreign markets in a manner similar to other businesses. From 32 million feet of motion pictures shipped from the US in 1913 to 235 million feet in 1925. American films made up 77 percent of the market in France and 95 percent of the market in the UK during the later era. Hollywood began collaborating closely with the US government to guarantee that it would continue to have unrestricted access to international markets, with the 1945-founded Motion Picture Export Association of America earning the nickname "little State Department."

There is no denying the significance of international marketplaces. Studies on the effects of Hollywood goods across borders and seas abound in the literature. The raw data may be rather astounding. With a total revenue of more than $1.8 billion, Titanic broke the record for the largest box office globally. More than two-thirds of its overall revenue came from international markets, despite breaking US box office records with almost $600 million in earnings. The big Hollywood studios were responsible for a significant portion of both of these amounts in 2004, according to the Motion Picture Association of America, which claimed global box office receipts of $25.2 billion, with $9.5 billion of that coming from the US.

The media industries may benefit from a different aspect of market diversity. While geographic diversity is one strategy for reaching out to new consumers and users, product adaptability is another. Additional media product distribution channels have been produced as a result of the development of new digital technologies. Movies used to be seen in theatres, and in the 1950s, broadcast television networks emerged as a substitute. In the US, the rise of premium movie channels like Home Box Office and Showtime in the 1970s was facilitated by the development of cable television. While all of them continue to be places where films may be seen, new technologies also enable distribution via direct broadcast satellite, video-on-demand, DVDs, and iPods. The success of Star TV and other services throughout Asia is proof that similar patterns have spread across the world thanks to the advent of communication satellites.

CONCLUSION

The economics of advertising continue to be a powerful and dynamic force in the constantly evolving world of contemporary mass media. New paradigms for content production,

delivery, and income generation are anticipated to develop as digital technologies and conventional media formats continue to converge and advertising's impact grows. For all parties involved in the media ecosystem, including marketers, media businesses, and consumers, it is crucial to comprehend the complex link between advertising and media economics. Stakeholders may more successfully traverse the changing media environment and contribute to the long-term development of contemporary mass media businesses by understanding the economic processes at work.In conclusion, this investigation highlights the importance of advertising's economic role in determining the growth, course, and future of contemporary mass media. Beyond financial transactions, it has a profound effect on content, distribution, and the fundamental makeup of media conglomerates. comprehension the subtle tango between business and creativity within the context of contemporary media requires a comprehensive comprehension of these relationships.

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CHAPTER 12

NAVIGATING MEDIA ECOSYSTEMS: UNDERSTANDING MEDIA ORGANIZATIONS AND OWNERSHIP DYNAMICS

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ABSTRACT:

With an emphasis on the complexity of media organizations and the dynamics of ownership arrangements, the abstract gives a general summary of the investigation into media ecosystems. It draws attention to the tension media managers face between civic obligations and corporate objectives. The summary briefly discusses the development of media companies from independent businesses to intricate conglomerates, highlighting the influence of consumer preferences and technological advancements. It explores several ownership structures, including sole proprietorship, partnerships, and corporations, as well as how they affect social roles and decision-making. In managing the complicated media world, the abstract emphasizes the value of creativity, managerial skills, and technology improvements. It ends by highlighting the difficult balance between media as a profession and a business and the need of successfully carrying out both responsibilities for a viable and influential media sector.

KEYWORDS:

Advertising, Business, Ecosystems, Media, Organizations

INTRODUCTION

Media organisations are businesses that create, disseminate, and advertise information and programmes (messages). Examples include newspapers, radio stations, television stations, and advertising and PR firms. Media companies create, produce, and disseminate messages that educate, amuse, and/or convince.Information companies are fundamentally similar to other manufacturers in that they make and deliver a good (messages), and then, in order to advertise and sell that good, they choose an audience and create advertising, promotion, and sales tactics to reach that audience.

Organizations in the media that produce goods

The figure shows the fundamental manufacturing process used by a media company.The processes involved in creating a media message are as shown in the figure: obtaining information, designing the message, producing it, distributing it, and selling and marketing it to the media's sponsors, customers, and consumers. Numerous actions are involved in each phase of the procedure.

Although certain aspects of the tasks vary depending on the medium, ultimately they are rather similar regardless of the kind of information organisation.Information Gathering and Message Development: Information gathering for articles include making a list of topics to be looked into and then sending reporters to examine sources.

After creating the initial material, the reporters and editors work together to finish the story, which may include combining several informational mediums such as text, images, and graphics.

Producing Finished Copies of Messages

Print and electronic media vary technically in how they produce messages. It includes typesetting, platemaking, and press runs in print. It encompasses colour coordinating, sound dubbing, film or video editing, and other techniques in television and movies[1], [2].

Delivering the Message: Delivering the messages to media audiences requires moving or screening them. For print publications, the messages are either sent out by trucks to delivery people who then carry the materials to homes or newsstands, or they are sent out electronically through a database. Directly from their transmitter and tower to the listener or spectator, broadcasters deliver their shows over the air. Advertising companies only deliver copies of the commercials or adverts they create to the particular media outlets chosen to disseminate them to target audiences.

Marketing and Selling the Product

Media businesses create and market information goods in addition to developing and manufacturing them. Making decisions on the markets to target as well as marketing, sales, and, for many media, advertising tactics, is thus necessary.

The first group is what we refer to as the audience market, or the people who buy the media company's goods. The second is the advertising market, or the customers or advertisers who use the media to promote their goods. Any media organisation must create and keep up a respectable audience and advertising market for itself. The media corporations create relevant messaging and adequate distribution plans for their goods.Regardless of conventional media borders, the ultimate purpose of media management is to effectively distribute information or content that people desire or need.

As the numerous media services become more interconnected, media managers will increasingly require media management skills that will allow them to link and span multiple operations. Of course, they must have particular understanding of each of these businesses.The media industry is one of the growth areas that is changing the most radically as the country transitions from an industrial to an information society. Managing media companies is a difficult profession because of how quickly things are changing and how different the media is.Media managers now need to consider the implications of these shifts and the many new alternatives available to them in order to effectively serve their viewers. The fundamentals of media management now start to matter. The background against which the core of the media manager's role is placed is these developments.Building media brands requires knowledge and a deep grasp of the media in the cutthroat world of today[3], [4]. The specialised information and skills needed to succeed as a media manager today may be acquired via education and training. If you want to pursue difficult positions, you should:

Possess Creativity and Management Capabilities

You should be working around the clock to establish connections between the media and sectors that are communication-focused as a new generation media manager. The main objective is to effectively and efficiently contact target audiences in order to enhance market share and revenue for the organisation. To do this, one must "synthesise creativity, technical competence, and managerial skills and have a strong work ethic."working understanding of the commercial and creative sides of the media, including the creation and editing of media software as well as the purchasing and selling of it.

Challenge the Status Quo

In any situation, managers "need to know not just how to communicate, but also how to make and manage communication," whether it be for information, entertainment, or advertising that is distributed via the media. Although it is a glamorous profession, it also calls for exceptional diligence, alertness, comprehensive product knowledge, dedication, awareness of the position of the competition, and continuous skill improvement. Since the means of communication must change, innovation, daring to go against the grain, and a little bit of math crunching are all required.

Since media management is a relatively young academic field, there are no required courses available. While there are two-year executive MBA degrees in media and communication offered by colleges overseas, the same curriculum in India is more often referred to as a PG Diploma in Entertainment and Media Management.

The following are the main responsibilities of media managers, according to John M. Lavine and Daniel B. Wackman in their book "Managing Media Organisation":Planning and decision-making, coordinating work and technology, financial management, working with others, and media leadership are the first four topics[5], [6].

Media as a Business and a Career

Today, working in the media is both a career and an industry. It was first founded as a mission to help the community and the people. It gradually developed into a profession with thousands of individuals carrying out duties for the benefit of society. However, as time went on, the need for profit and huge money seeped into the system, and media began to grow into a significant global sector. Isolating the roles of media as a business and a profession nowadays is exceedingly intricate and challenging. As a sector, media is primarily focused on its financial objectives. However, it is more concerned with its social responsibilities as a profession.

Aims of media organizations

The following are the primary aims of media organisations.

Create high-quality goods and/or services. Attract, train, and retain the finest workers. Boost and sustain profitability. Set up the company for future success.Keep the company's franchise safe.Increasing profit is necessary for the organisation to achieve the other objectives, but it is by no means its top priority. The demands of their workers and properly servicing the media market are often the top priorities for progressive managers since, if both are met, a sufficient profit may be made. Profit must thus be positioned appropriately from a long-term economic standpoint, not as the primary objective of a media company but rather as a crucial component of the list.

Media professionals' obligations (media's social responsibility)

From the perspective of the individuals and groups who make up the media's markets, there are a number of needs that the organisations are required to meet, including the following:.Dissemination of pertinent information on time about occurrences and problems.Analysis of news reportsImproving opportunities for hearing a diversity of political, social, and cultural voices.Possibility to receive both news and advertising about the business and economic systems. Development of methods to socialise people and pass on values and culture to succeeding generations.These are a few of the media's most important societal duties. The efficacy of the media in carrying out these social tasks determines the support the society gives the media in terms of economic benefits, protective legislation, and, of course,

its constitutional rights. The public's support for the media and, therefore, the unique position the media occupy in society, are threatened by short-term acts that disobey these social commitments.It must be remembered that an aggressive corporate viewpoint does not contradict with a long-term perspective on social responsibility. In fact, they enhance one another.Information organisations should uphold their social obligations, according to a mature management philosophy, not just because doing so is morally right but also because it benefits their bottom line.

The organization's focus on profit and other commercial goals; the extent of its commitment to social responsibility; and the harmony between corporate objectives and social obligations.

The most crucial and difficult task for modern media managers is to strike a balance between commercial concerns and social obligations. They make this challenging choice in the wake of the main impacting factors that the media landscape is now experiencing[7], [8].

Media's Biggest Influencing Trends

1. Diverse Movement Towards Bigness: Financial, Employment, and Ownership

2. Significant Technological Advances: Internet, computers, and communication technologies

3. Greater Focus on Markets and the Market Perspective: Media with a Market Perspective

4. Increased Profit Awareness: Look for new revenue sources and lower investment risks

Movement Towards Bigness

The media industry is moving towards bigness on several levels, including ownership concentration, financial bigness, and bigness in terms of the number of jobs offered.

Media ownership

It is becoming more concentrated as a result of mergers, takeovers, acquisitions, and large-scale investments, which has led to the formation of multi-media conglomerates.The administration of today's media enterprises is heavily influenced by big money. Sales and advertising are two major sources of revenue for media firms. Additionally, they spend a lot of money on developing new technologies and business processes, paying staff well, and investing heavily in both new and current projects to expand and diversify their portfolio.Media companies are growing in size and offering more work chances. They employ thousands of people to manage the organization's editorial and commercial operations.

Technological developments

In recent years, there have been significant improvements in media technology, which have altered how information is received and disseminated. The media sector is changing due to the use of new information and communication technologies. For instance, television news programming has evolved as a result of computer and satellite technology in combination withmore technical advancements in editing and camera equipment. These have the potential for unprecedented and exciting transformation, according to media managers. The continual advancement of technology opens up new options for the kind and volume of information that may be displayed, as well as the most effective ways to do it. But these inevitable technical advancements came at a high cost to media companies. They entail large expenditures for brand-new broadcast or printing technologyamounts well beyond the reach of many smaller media companies. In reality, this is prompting many media enterprises to think about merging with larger businesses or changing their focus to marketing.

Greater focus on the marketing viewpoint

The marketing perspective has received more attention as a result of the increased rivalry for consumers and sponsors. Media managers are tailoring their goods to fit study findings by employing more detailed information about audience preferences. Information conglomerates use audience synergism as part of marketing techniques to produce multimedia goods that generate several revenue streams from a single creative endeavour, such as a movie that results in records, CDs, music videos, books, and sometimes television spin-offs. Media companies are promoting their goods considerably more actively than ever before due to the rising rivalry for viewers. In order to undertake this task of brand marketing, brand managers are hired. Additionally, media businesses are paying more attention to product updates and new features. TV networks spend millions of dollars on enhancing the reputation of their "star news anchors" as a visible marketing technique[9], [10].

Increased focus on profit

As the media is more and more seen as a business, profit-driven considerations are impacting all managerial decisions. Media managers are often demotivated to commit significant quantities as long-term investments for the future due to the strong drive for short-term profitability. Decisions are often taken in order to increase present earnings, frequently at the price of the future.This, along with the three trends that came before it, together focus the attention of many media managers on profit awareness, which causes certain responses with long-lasting effects. The following are the most obvious effects of media managers' increased profit consciousness:

Look for new revenue sources to preserve profitability, including the possibility of raising the subscription fee for media items; look for measures to lower investment risks. In the past, all newspapers in India were local, and the majority of them were owned by lone proprietors. Typically, the owner, publisher, editor, and printer were all one person. Everything about the newspaper was handled by a single person, and management was somewhat a family affair. The newspaper's size rose and its operations got more complex as chances to assist grew. It graduallygrew became a large organisation, and many people were hired to manage its varied components. Newspaper organisations as standalone businesses were replaced by different models of ownership, administration, and operation.

India's predominant media ownership structures

In India, sole proprietorship, partnerships, joint stock companies, groups/chains, societies, cooperative ownership, trust ownership, political ownership, ownership by religious entities, etc. are the most common types of media ownership, particularly for print media. Prior to independence, private ownership dominated the market. However, the country's media ownership structure altered as a result of the post-independence media reform initiatives. The majority of sole proprietorship businesses were converted into corporations as a result of the actions taken in response to the Press Commission's recommendations to stop the rising concentration of media ownership[11], [12].

Solo Entrepreneurship

In this sort of media ownership, a single person founded, oversaw, and operated the media company. The sole proprietorship business structure is one in which the individual owner has complete control over organisational decisions and is responsible for them. Small-scale media outlets are most suited for this kind of ownership.

Partnership

Partnership is defined as "the relationship between persons who have agreed to share profits of a business carried on by all or any of them acting for all" in The Indian Partnership Act of 1932. That isregardless of the form of media ownership, decisions about media organisations are made by two or more people, and there is a division of labour. The partners' power and responsibilities are established in accordance with the fact that not all partners must have an equal stake in the business. There are two different forms of partnerships, depending on their portion of the media venture: two types of partnerships: general and limited. A general partner is one who has more than 50% of the company; a limited partner is one who holds a smaller percentage.

It is an organisation of people established by law. It is a distinct legal person with a permanent existence apart from that of its founding members. The corporation's authority and obligations are separate from those of the organization's members. Private Limited Company and Public Limited Company are the two forms of Joint Stock Companies allowed under the Indian Companies Act of 1956. The law makes it quite clear how organisations are created and what their roles, authority, and duties are.According to the cooperative ideals, it is a type of ownership that seeks to advance the economic interests of its constituents. It is a collection of individuals who have come together for economic gain on both sides.

Political parties as newspaper proprietors

In India, practically all of the main political parties print newspapers in order to spread their ideologies in addition to providing information for the general public. An example is the Samna, which Siva Sena published in Maharashtra.

Societies

A newspaper may be published by an organisation registered under the Indian Societies Act of 1860. Newspapers are published by these associations without a commercial motive in order to serve the interests of certain social groups.

Ownership of Trusts

Trust ownership describes the situation when one person's property is utilised by another for the benefit of a third party. The person who creates a trust on behalf of another party to utilise a piece of property is known as the trust's author. The individual who consents to the trustee is the author. The beneficiary is the group for whose advantage the property is to be utilised. As a result, a trust publication occurs when one person's property or assets are utilised by another person or group to print a newspaper for the benefit of society without pursuing financial gain.

Chain/Group Ownership

The management of two or more newspapers by the same media company is covered under this sort of ownership. Despite not having a joint holding, they operate according to a chain of command. This design is capable of efficient administration of both finances and human resources. A publishing group is referred to as a group when it releases many publications from the same location. Consider The Times of India. A chain is a publishing business that publishes a newspaper from many locations under the same ownership. Consider The Indian Express.

Worker Ownership

The significance of workers in an organisation is shown by this sort of ownership arrangement. It holds that workers should have a key role in decision-making processes and that employee ownership facilitates the resolution of worker-related problems for the advancement of the company. It is challenging to make timely decisions under this ownership arrangement.

DISCUSSION

The evolution of media companies from small businesses with sometimes one-person management to sophisticated conglomerates with a wide range of platforms is evidence of changes in technology, audience tastes, and market needs. The range of ownership arrangements, which includes sole proprietorship, partnership, and joint stock companies, demonstrates the blending of personal financial goals with civic responsibilities. Every ownership model has its own set of possibilities and problems that affect how decisions are made, how innovations are pursued, and how media organisations participate in shaping public conversation.Several important lessons become clear as media managers attempt to negotiate this challenging environment. In order for media managers to integrate many communication spheres, creativity and management skills continue to be crucial qualities. Media managers need to disrupt the existing quo and take use of technical improvements to provide content that engages and educates in a society that seeks both innovation and dependability. While preserving a long-term commitment to social responsibility, these developments are still accompanied by financial concerns that drive the demand for profit.The distinction between the media as a profession and a business highlights the complexity of the sector. The fusion of these factors is what makes media organisations advance. Media companies juggle social responsibility with financial success by providing entertainment and advertising platforms as well as important news and analysis. Support comes from both their fans and the larger society as a result of how well they perform their jobs.

CONCLUSION

Understanding the dynamics of media organizations and ownership structures is crucial in the constantly changing media environment, where communication and the distribution of information have become essential elements of contemporary society. The complexity of media ecosystems and the nuances of the roles that media companies play in society and business have been made clear by the trip through their intricate workings. This investigation highlights how carefully media managers must strike a balance between corporate goals and social obligations.

In conclusion, understanding the workings of media organizations and ownership structures offers important new perspectives on the state of the media today. The trajectory of media companies is shaped by the interaction of commercial incentives, technology breakthroughs, social duties, and management skill. Media managers will be guided in their search of sustainable business models that promote information transmission, cultivate critical thinking, and contribute to the greater good of society as media continue to change and develop by carefully taking into account these considerations.

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