

GLOBALIZATION AND MEDIA MANAGEMENT IN INDIA: AN EXPLORATION

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PREAMBLE

During the last three decades, globalization has affected the media regionally, nationally and internationally. There is commendable expansion of media across the world in the age of globalization. Multi-national corporations have established the media institutions which have become instrument of profit making in the age of globalization. India adopted new economic policy in 1990-91 under the leadership of P.V.Narasimharao and Manmohan Singh. India and China have become prominent economic players in the Asian continent over a period of time. The process of globalisation has definitely affected the media scenario of the country. The impact of globalization on the management of media in India has been examined systematically in the present study.

PRINT MEDIA IN INDIA

India has grown as a prominent media power in the world over a period of time. Traditional and modern forms of communication have existed in India and catered to the needs of the people. The Indian press is more than two centuries old and was strongly shaped by its historical experience. Indian print media constitute one of the largest print media networks in the world. The press in India have flourished since independence and played a historical role during national freedom movement, emergency (1975-77) and post-emergency periods and sustained the democracy and freedom of speech and expression. "There is a close association between modern India's struggle for political and social emancipation from imperialist thralldom and oppression. There is also a rich historical legacy, cultural diversity and social pluralism in the Indian press. The Indian press tradition also reflects sharp ideological and political differences" states Ram(2011:10).

The advertisers have found that print media are more time-efficient and effective than other media of communication. Even now, the newspapers continue to reach more people than the Internet does. The digital advertising revenues are not compensating for the ad revenues lost to print media. The revenue model for news companies in the social media arena remains hard to find. The news publishing business has become one of constant updating, of monitoring, distilling and repacking information, observes Shyam Parekh, editor of DNA, Ahmadabad. The print media have moved opinion and commentary to the front page while the editorial page served the purpose of the voice of the newspaper organization. The print media continue to exercise a large degree of independence on the basis of the backing of large business houses.

Several news agencies like Express News Service, the Press Trust of India and the United News of India have functioned effectively in India. There are a good number of smaller news agencies which provide constant news services. In the age of economic globalization, the government regulation of access to newsprint was liberalized. Besides this, the independence of India's press has been bolstered by the liberalization of government economic policy and the increase of private-sector advertising provided by the growth of India's private sector and the

spread of consumerism. The controls on the distribution of newsprint could also be used to reward favored publications and threaten those that fell into disfavor.

The major national newspapers in India include – Times of India, Indian Express, Hindustan Times, The Hindu, Statesman, Amrit Bazar Patrika, Anand Bazar Patrika and Tribune. There are several prominent news magazines such as – India Today, Frontline, The Week, Outlook, etc. The prominent regional newspapers of India include Malayala Manorama, Madhyamam, Dainik Jagran, Anandabazar Patrika, Vijaya Karnataka, Prajavani, Kannada Prabha, Vijayavani, Andhra Prabha, Dina Tanthi and so on. The newspaper sale in the country has increased by 15% in 2014 according to Audit Bureau of Circulation. India is also recognized as one of the largest markets in the world of newspapers followed by China and Japan. Manjula Rajagopal, associate editor of Dinamalar observed that print media business boomed in India in the new millennium.

The English press and vernacular press have grown as the powerful fourth estate of democracy in the post-independence era. There are presently about 80,000 dailies and periodicals which are brought out in English, Hindi and other vernacular languages. The print media in India also earn revenue from circulation, advertising and job printing sources. Nobel Prize-winner Amartya Sen famously said there has never been a famine in a democratic country because the news about food shortages or distribution failures cannot be hidden and suppressed. Globalization has posed series of threats and opportunities to the print media in India. The reputation of print media is impeccable. The newspapers and magazines are managed on the basis of sound principles and practices.

The Indian press witnessed series of changes in the decade of 1990s after economic liberalization. Prominent among them include – change of political economy of the press, fierce competition from the satellite television channels, increase of advertising revenue, more purchasing power of the people, better literacy status, market driven economy, corporatization of the press, growth of vernacular press and so on. The commendable growth of language press in the 1990s was termed by Jeffrey (2000:05) as ‘Indian newspaper revolution’. Ninan (2007:08) observes: “Hindi newspapers, harbingers of nationalism at the turn of the century, had witnessed more material change by the turn of 21st century. They busted with contour supplement and marketing coupons even as they brought politics, sports and news to rural and urban homes”. The Indian print media grew considerably in the age of globalization because of the entry of local market forces into print media in India. Besides this, India and China are regarded as ‘the world absolute leaders in the newspaper industry according to WPT (2009).

The Government of India allowed 26% of Foreign Direct Investment in 2002 in accordance with the policy of economic liberalization. Subsequently, the format and contents of the newspapers changed in order to overcome the competition posed by the electronic media. The print media gained advertising revenue remarkably due to ‘profit over people’ concept influenced by the globalization. Major newspapers created a new trend known as ‘infotainment’ to give news in an entertainment form and attract the young generation of readers. The editorialization of news also became a way of life in the mainstream and leading language newspapers. This tendency also enabled the multinational corporations to have a sway on knowledge of the people. The Press Commission of India vehemently opposed the entry of FDI in print media due to these reasons. The Government of India has permitted the entry of FDI because of new economic policy.

Aggrawal and Gupta (2001:01) write: “The rapid technological changes, which the print media is adapting to survive, has brought about far – reaching changes in the contemporary media scenario. The leading newspapers are taking to online journalism in a big way. Several leading print media organizations have been developing comprehensive websites of their own, which regularly cover interviews, chat shows, business and economy news, lifestyles and entertainment”. Consequent on FDI in Indian media, the foreign contents in the Indian newspapers have increased substantially. The foreign journalists also found place in the Indian print media and championed the neo-liberalism. Some innovative experiments are made by the editors of Indian press. The editorial pages are dropped and opposite editorial pages provide more opinions and analyses. The modern Indian newspapers have

found the new digital markets which have grown in the rural areas also. The print media in India enjoys better circulation and readership especially in the language sector. The National Readership Survey(2006) reported that there was an estimated 204 million readers of daily newspapers and 222 million readers of all publications in India.

According to Mariam Mammen Mathew, chief operating officer of Manorama Online in India, the urban youth are turning to TV, online and mobile. Indian media institutions have grown commendably over a period of time and the Indian media industry is expected to cross US\$ 200 billion by 2015 according to the analysts. The situation is quite promising for the Indian print media also since the number of publications is constantly increasing even though the print media literacy has not increased substantially in the country. The newspaper business in India is gaining 10 per cent per year. The optimists have cited certain examples with respect to the better growth of print media in India. They include – ability of the print media to provide more space for public issues, capacity of the print media for better agenda setting, credibility of the print media as informal universities, reputation of the print media as effective watch dogs of public interest, role of print media as active engagers, emergence of online journalism, development of print media organizations into multi-media platforms, increasing number of investigative and advocacy oriented writings, growth of economy and purchasing power of the people, steady increase in the literacy status of the people and so on.

The global financial crisis and economic slowdown of the previous decade have adversely affected the print media in India and other parts of the world. The advertising revenue has also gone down subsequently. The print media circulation and readership have also declined in India due to broadcasting media and new media domination. The changes in audience behavior and news consumption patterns have also changed on account of migration of readers to the web, mobile platforms and social media in India. The big challenge for the print media continues to exist because of these factors. The economic foundation of Indian press is collapsing due to new media revolution like web, mobile and newer interactive digital platforms. In the age of digital communication, modern newspapers have created websites to offer rich, many-sided and multimedia contents. The Indian print business continues heavily to subsidize digital journalism which has put pressure on newspaper circulation, readership and business.

The print media are also affected by the global recession. In particular, the newspapers and magazines have been losing readers in 15-25 age categories to television and Internet. The readers are also getting news freely through the growing number of news sites on net and mobile news groups. The television news channels are also providing the free news to the viewers constantly. The growth and development of user friendly social media has resulted in the increasing number of bloggers and v-loggers in the modern society. The newspaper business is gaining 10% every year but the readers would prefer their news on a tablet computer. These factors are duly considered as the major threats to the future of print media in India. Besides this, the cost of production and distribution of newspapers and periodicals is also increasing. The print media market in India is extremely price-sensitive and the status of circulation of the press naturally affects the advertisement tariff and revenue. The culture of Indian journalism is also changing due to these factors in the age of globalization. The newspapers and magazines are capable of providing in depth coverage of issues concerning the public interests when compared to television, Internet and social media.

In India, the print media industry has witnessed several ups and downs financially and professionally. The growth trends in circulation and readership are especially strong in the Indian language sectors of the press, led by Hindi. The Indian publishers are in a better position to get a good share of advertising revenue. The dramatic expansion of the regional press including Hindi press over the last quarter-century demonstrates the strong link between political mobilization and newspaper circulation. The recent survey by the Indian Readership Survey(2013) indicates further growth in Indian press mainly due to certain factors such as improved literacy, purchasing power, social mobilization, political excitement, technological advancement and aggressive journalism. But, the logic of capitalism has driven newspaper expansion as a potential readership. There is also an increasing

concentration of ownership of print media and commercialization of print media services in India. The Press Council of India has taken serious note of certain unhealthy practices of Indian press such as devaluation of editorial functions, hyper-commercialization, price wars, paid news, private treaties with corporate, bribe-taking and downgrading the professional ethics and social obligations. The champions of press have called upon the press to function responsibly in India in the age of globalization.

Ram(2000:09) observes: “ The idea that information, and specifically the news media, can play a substantive and even a crucial role in the formation of public opinion in society and in shaping public policy on major social, political and economic issues is an appealing one in intellectual and socio-political terms. The discovery that on vital matters such as mass hunger, deprivation, and a sudden collapse of entitlements, timely and relevant information makes a qualitative difference to the way public opinion is shaped and official policy is made to respond is somewhat flattering to the self-image of professional journalism. In a sense, it begs a much larger question. It depends on the kind of independent, or relatively independent, role that newspapers and other news media are allowed to play in society; and this in turn depends on the political system and practice, the constitutional and legal safeguards and the information cultures that prevail in the country in question. Under ideal circumstances, the purpose and tendency of press reporting, criticism, investigation, and even watchdogism may be to improve the government or reform the system”.

ELECTRONIC MEDIA IN INDIA

Radio is an effective medium of mass communication in India. In fact, radio appeared in India as a prop of the British colonial rule. Radio was developed as a prominent means of communication in the post-independence era in India. Radio is also known as inexpensive medium of communication and the actual number of listeners has absolutely no effect on production expenses. The modern web radio is also intangible and the big audiences are much more expensive for the radio operator to serve than small ones. All India Radio is regarded as the world's great broadcast networks because of territorial spread, notional reach of the population and development broadcasting services. The programme and other internally generated revenues account for between 0% and 100% of revenues. The broadcasters have used certain hybrid models which govern the economics of radio. The subscription, exterior business financing, commercial sponsorship and direct advertising models are all market based or consumer dependent models, because the amount of income generated with these models is directly dependent on the quantity and quality of program consumers. Tax funding, license fees, exterior private financing and voluntary listener sponsorship are non-market or non-consumer dependent models, because the amount of income is not directly dependent on the quantity and quality of program consumption. In contrast to television, radio as a mass medium remains a state monopoly in India. The Indian Media Scenario March (2014) observes that FM radio is poised for an exponential growth in India. There are around 400 FM stations broadcasting now and in the next phase, 1000 more are expected to be licensed, most of them private according to this source.

Radio is most accessible medium of communication in India in times of peace and crisis according to empirical evidence. The special audience programmes have attracted large number of children, adolescents, women, farmers, workers and other sections of society. In reality, the listenership of radio has either dropped or reached a plateau in a country like India. In the urban areas, FM stations are more popular through film and other popular music programmes. Recently, efforts are made by various organizations to empower the people through community radio programmes with a focus on development broadcasting. Community radio stations are also developed in order to facilitate decentralized and localized broadcasting services in the urban, rural and tribal areas. Modern radio takes many forms, including wireless networks and mobile communications of all types, as well as radio broadcasting. Before the advent of television, commercial radio broadcasts included not only news and music, but dramas, comedies, variety shows, and many other forms of entertainment. The community radio stations are generally less expensive to operate programming than commercial and public stations which have the potential reach of the programming from community stations. Radio City, Radio Mirchi, Big FM, Red FM and other radio channels have attracted the attention of the people in the urban areas.

Television is a telecommunication medium for transmitting and receiving moving images that can be monochrome (black-and-white) or colored, with accompanying sound. 'Television' may also refer specifically to a television set, television programming, and television transmission. Doordarshan has emerged as the second largest television network in the world. There are also a good number of foreign and domestic television channels which are competing with Doordarshan in India. In India, television has emerged as the prominent medium of mass communication. Television has reigned supreme over all the other mediums of mass communication on account of its inbuilt characteristics. The upheavals in the nature of Indian television have been accompanied by a simultaneous expansion in its reach and penetration.

Television has attracted large number of audiences in India regardless of gender, age, education, profession, income and other factors. Television industry has grown in India remarkably over a period of time. The broadcast television is financed by government, advertising, licensing (a form of tax), subscription or any combination of these. The subscription TV channels are usually encrypted to ensure that only subscription payers receive the decryption codes to see the signal. There is ever growing number of television sets in India and television generates revenue through advertising, subscription fees and public funding. Television also generates adequate income through commercial broadcasting programmes. The broad access of television makes it a powerful and attractive medium for advertisers. The modern television programmes combine varying degrees of social value with commercial appeal in a competitive market.

The television in India is also targeting the specific segments of the audience, in particular, young adults. The urban, middle to upper class youth, especially, constitute a key target group for private channels. Doordarshan network consists of 64 Doordarshan Kendras/Production Centres, 24 Regional News Units, 126 Doordarshan Maintenance Centres, 202 High Power transmitters, 828 Low Power Transmitters, 351 Very Low Power Transmitters, 18 Transposes, 30 Channels and DTH Services according to the latest statistics. In the age of globalization, there was worldwide surge of commercial television. The emergence of satellite and cable distribution of programming has dramatically increased the number of channels available in India. Throughout the world, commercialization of national television systems has become an integral part of globalization programs. The Doordarshan's commercialization and self financing was encouraged by the increasingly neo-liberal governments of the 1980's and 90's. A more important development was the introduction of a five channel satellite service in 1991 by Hong-Kong based Star TV, eventually controlled by Rupert Murdoch. This system was well received by the Indian elite. Globalization has assisted in networking among media professionals and has revolutionized news, printing, editing and reportage. Globalization has made possible adequate and timely processing and dissemination of information through radio and television networks.

Several committees headed by legal luminaries, bureaucrats, policy makers and intellectuals have examined the question of autonomy to electronic media in India. The broadcasting system has been reformed over a period of time on the basis of the reports submitted by various committees. The Government of India enacted the Prasar Bharati Act, 1990. The Government of India liberalized the broadcasting policy since it viewed media as one of the many sectors like steel, textile, coal and iron which indicated the influence of globalization and neo – liberalism on media. The Sen Gupta Committee submitted its report in 1996 and suggested that the creation of Radio and Television Authority of India as an independent body outside the purview of Prasar Bharathi Corporation. The committees also suggested the extension of uplinking facilities to domestic and foreign satellite channels and bring them under the purview of Indian laws. Subsequently, All India Radio and Doordarshan were brought under the Prasar Bharathi Corporation in 1997 when S. Jaipal Reddy was the Minister for Information and Broadcasting.

In the age of economic liberalization, there was a definite policy shift in the management of electronic media in India. The historical Supreme Courts' judgment of 1995 also paved the way for remarkable management of broadcasting services in India. The Supreme Court observed that the airways should not be the monopoly of anybody in a democratic country like India. This judgment led to the creation of an autonomous body for the

management of All India Radio and Doordarshan. There was a great spurt of FM stations which posed challenges to the administrators and professionals of Indian broadcasting media. The radio and television networks are very well developed in India especially in the post-independence era. All India Radio is the largest radio network in the world. Doordarshan is the second largest television network in the world. All India Radio and Doordarshan are owned, managed and controlled by the Prasar Bharathi Corporation. The private radio and television channels are giving tough competition to the All India Radio and Doordarshan. The public and private radio and television networks and operations are complimented by the application of innovative broadcasting technologies and progressive techniques of broadcasting media management in India in the age of globalization.

The satellite television has grown remarkably in India and other parts of the developing world. In 2013, television households in India were about 150 million, with 120 million served by cable and 30 million by direct-to-home television according to the estimates of TAM. The entry of multi-channel private satellite television without any regulatory framework in place has certainly made a major difference to the media landscape, observes Ram(2011:11). He has also noted that the satellite television channels lack the journalistic experience and reserves of the press and function in a semi-mature or immature environment. The proliferation of satellite television has occurred in the absence of better and richer choice of contents which have raised serious concerns about objectivity, accountability, rationality, professionalism and corporate social responsibility. The sensationization and trivialization of news have also attracted public criticism.

The radio and television programs are produced locally and relayed through local independent television stations. The programs primarily contain songs and news from Bollywood. Most of the programs are broadcasted for few hours during the weekends and supported by local ethnic advertisers such as ethnic grocery stores, basmati rice or masala distributors, and local Hindi cinema halls. Indian programs have been relayed in the US for some time, but they are targeted only to the expatriates from the Indian subcontinent. The India-based or UK-based Indian channels such as Zee TV, Zee Gold, Sony Asia, and B4U are attracting the audiences in large number. The Indian television industry can follow the lead of the Australian, British, Italian, German, and French television industries in international co-production in the age of globalization through certain innovative broadcasting techniques. Prominent among them include – identification of new market opportunities, developing globally competitive broadcasting services, cultivating global mindset, delivering user-friendly broadcasting services and so on. The recent broadcasting innovations such as interactive television, high-definition television, the convergence of computing with telecasting, digital video assistants, virtual VCRs, and home theater technologies are extending the horizons of television as an ultimate mode of entertainment and advertisement in the new millennium.

The invasion of sky by the satellite television also compelled certain major policy changes in the electronic media management in India. The Government of India liberalized the broadcasting and allowed the broadcasters irrespective of their ownership and management to uplink from India with a condition that they must abide by the norms and guidelines with respect to advertising and broadcasting codes. There was no restriction on foreign equity in production of software, marketing of television rights, airtime and advertisements. In 2005, about 58 companies were enabled to uplink 68 TV channels with varying degree of foreign equity and remaining 41 companies were permitted to uplink 93 TV channels which had 100% Indian equity.

Bhatia (2002:03) notes: “The rapid expansion of the television services has provided more entertainment and advertisement services. In the 1980s, television became a quasi-commercial medium and commercialization of Indian broadcasting increased after globalization. The Nehru – Sarabhai approach of tapping the communication revolution in general and television in particular, as a major tool for the development of the masses had been ignored. The entry of foreign satellite channels eroded whatever little the national electronic media had been doing for socio-economic development in spite of the pressures of commercialization. The marketization has changed the content and role of television from development to entertainment – oriented. Globalization has further pushed the culture of consumerism with television being the main carrier of consumer capitalism around the world”.

The emergence of private television channels in India brought about remarkable progress in the field of broadcasting management in the country. The new media of communication also allowed greater audience participation. There also is a growing selection of satellite transmission and cable services available in India. Competition from the satellite stations brought radical change to Akashavani and Doordarshan by cutting its audience and threatening its advertising revenues at a time when the government was pressuring it to pay for expenditures from internal revenues. The global media conglomerates have shown interest in Indian broadcasting market and launched regional television news channels. These developments have brought about an era of competitive broadcasting in India despite certain disadvantages.

The cinema is a very popular form of entertainment which has cut across all barriers. It is also a democratic medium of communication. Alexander Walker noted that film is the most influential entertainment and art form. The Lumiere brothers began an innings of film exhibition in India in 1895 at Bombay. Ardeshir Irani became the first producer and director of film in India through the release of 'Alam Ara' on March 14, 1931. In the decade of 1930s, the film as a medium of communication gained popularity in India and about 1,000 films in various languages were produced annually. India emerged as a prominent film making country in the world. Statistically speaking, India produces largest number of newsreels, documentaries and feature films in the world. Since beginning, the cinema has been a profit-oriented business enterprise in India. As the film industry gained new dimensions, the producers came in large number and produced commercial films on the basis of box office economics.

Vilani (2005:14) states: "How the movies contributed to the democratization of communication in society is evident from the fact that all over the world it is the most common and economical entertainment for ordinary people". The films are the most effective means of communication and indicators of the development of a country since they give something for everyone. The film is the only medium which has been classified as 'super art' since it has borrowed several inputs from painting, dance, music, theatre and photography. It has been considered as a major institution of communication because of sheer number of people depending on it for livelihood. Lenin, the architect of October Revolution in Russia had immense faith in cinema as a social communication medium. He rightly believed that cinema could play a major role as catalyst in shaping the society. The Eastern European countries were also greatly influenced by the power of cinema and established film institutions to train the people in the art and the craft of film making.

Basu (2005:02) recall: "With black market and corruption abounding in the country, businessman began to think in terms of easy money and quick returns. The inflationary war boom has been greatest encouragement for all and sundry to enter the various branches of the film industry in India". The Hollywood also gained a foothold in India with special effects films such as Jurassic Park (1993) and Speed (1994) which were appreciated by the Indian audiences. The Bollywood continued to be formulaic story lines, expertly choreographed fight scenes, spectacular song and dance routines, emotion-charged melodrama, and larger-than-life heroes in the world. The Government of India established the National Film Development Corporation (NFDC) in order to promote healthy film culture and production in India. Subsidized financial assistance was given to the producers of new wave cinema in India. A good number of award winning new wave films were produced by the talented and committed Indian film makers. This measure certainly enabled the Indian film industry to improve the quality of film making but also helped the industry to grow in a healthy and robust manner.

Thoraval (2000:13) states: "India is one of the rare examples of a non-western country where cinema was not simply confined to metropolis but penetrated to rural areas as well. The Indian public both in the cities and countryside consists of some of the most avid enthusiastic moviegoers to be found in the world". The adventurous and enterprising film makers also explored the foreign market. Kohli (2006:06) pointed out that Indian films attracted the Indian Diaspora and earned adequate foreign exchange rates than the previous years. The Indian films earned more revenue from overseas than in India in the age of globalization. The Indian film industry witnessed an upsurge of new wave films in the decades of 1970s, 1980s and 1990s.

The Indian film industry witnessed several changes in the age of economic liberalization had lost its audience to the video clubs and video theatres. The invasion of Indian sky by the satellite television also adversely affected the business prospects of Indian film industry. Kohli (2006:07) further states: "Till the mid 80s, films had for worse – a captive audience. After the decline of Amitabh Bachchan, there was no other major star on the horizon that could attract both financiers and audiences. Video and cable TV cut the time a film had to recover its most in the theatres-to less than half. The cost of film production became very high under by 1993, this figure had gone up to 30-50 million. As viewers started hooked to soaps, there was no need to spend a lot of money on films. The satellite channels began buying under production rights or libraries. These developments, combined with alterations in policy, finally forced some structural changes in the film industry".

The digital technology, multiplex and PRV theatres also sprung up in metros and motivated the audience to see a good number of Bollywood and regional films. India has emerged as a prominent film making country in the world. The film field is blessed with internationally reputed directors, artistes and technicians. The film as a medium gained popularity in the country as many as 1, 000 films in various languages of India are produced annually. The Hollywood and regional cinema have grown commendably over a period of time in India. The country has produced creative and qualitative films which have earned international recognition. The Films Division of India produces largest news reels and documentaries which have focused the attention of the audience on vital issues concerning national development. The film makers have adopted the state of the art technologies and tested techniques of film making and brought reputation for the Indian film industry in the age of globalization.

The satellite channels such as Sony or Zee paid high prices for films in 1990s. As the reach and power of television increased, the hit films could do more on both counts-TRPs and revenues. The satellite channels also began buying under-production rights or libraries. The bidding for films reached the terrific height in the new millennium. The result costs spiraled from an average Rs.50 million in 1999 to a whopping Rs.100-150 million for making the big budget film. The foreign companies entered the Indian film market for the distribution of local films in 2001 on a commission basis. Some Indian companies forayed into music, home video, international and domestic distribution of films. The multiplexes, digital theatres and home video became three major sources of entertainment. The sheer permutations and combinations that a multiplex offers to mix films, shows, timings and prices-made it easier to make money.

The entertainment tax policy of the government has also enabled the multiplexes to make about 70% gross margins. If multiplexes are changing film viewing patterns in the cities, the digital theatres are changing them in smaller towns and rural areas. This has added a pan-Indian flavor to the changes sweeping across film retail in India. The digital technology and digital theatre have added new dimension to film industry in India. The home video market also grew considerably in India since the prices of home video rights range from Rs.0.5 million to Rs.10 million. The Indian film industry has undergone sweeping changes in the age of globalization. The film industry has also welcomed the media conglomerates which have integrated the process of film making-from ideation to music, to production and distribution across the print media. This tendency has made it easier to capture the value of movies through ownership of rights for music, television, home video, overseas and so on. The economics of film industry has changed due to the domination of leading national and international companies. The overseas market has grown up considerably.

NEW MEDIA IN INDIA

India also achieved commendable progress in the field of communication science and technology. The new media have grown considerably in India. The new media have been rightly considered as the instruments of development by the scholars all over the world. The Government of India has formulated the new media policy in order to facilitate expansion, decentralization and democratization of new media in the Indian Republic. The policy makers have realized that active participation of underprivileged, marginalized, underserved and under-represented segments of society, including women and weaker sections is very crucial from the point of view of

inclusive development. India is heading in the right direction with the development of new media in modern society. The telecommunication, satellite communication and computer communication technological applications constitute the gamut of 'new media' in modern society. Modern government and non-government organizations have utilized the new media for developmental endeavors in all spheres of human life.

The Tata Consultancy Services — established in 1968 by the Tata Group — were the country's largest software producers during the 1960s. The Indian Government acquired the EVS EM computers from the Soviet Union, which were used in large companies and research laboratories. The 'microchip revolution' of the 1980s had convinced both Indira Gandhi and her successor Rajiv Gandhi that electronics and telecommunications were vital to India's growth and development. Sam Pitroda brought about commendable telecom revolution in India under the leadership of Rajiv Gandhi. Abdul Kalam, U.R.Rao, Kasturi Rangan, Madhavan Nambiyar, Radhakrishnan and others developed India as a satellite communication power in the world. India also became a prominent power in the field of computer application since the Indian Government created three wide-area computer networking schemes in the 1980s namely - INDONET (intended to serve the IBM mainframes in India), NICNET (network for the National Informatics Centre), and the academic research oriented Education and Research Network (ERNET).

The liberalization of Indian economy in 1991 under the dynamic leadership of P.V.Narasimha Rao and Manmohan Singh brought about remarkable economic growth of over 6% annually during 1993-2002. The economic reforms were driven in part by significant application of new media in India. The National Democratic Alliance Government led by Atal Bihari Vajpayee accorded high priority for the development of new media in India. The Government formed the Indian National Task Force on Information Technology and Software Development in 1996. India achieved series of developments in the fields of telecommunication, satellite communication and computer communication by the end of the 20th century. The BSNL, Bharti Airtel, Reliance Communications, Vodafone and other organizations became the prominent institutions which played a crucial role in the telecom revolution in India.

The central government also prepared solid grounds for the development of e-governance in the country through several initiatives towards ICT at various stages of development/ implementation of central government which includes - India Portal, National Institute of e-governance, central repository of data, dissemination of information relating to best practices/ innovations in e-governance, awards for best websites and innovative use of IT in the delivery of public services. The citizen service centers were set up for one stop and non-stop delivery of services to the public. The India Portal is a user- friendly portal of all government web sites for providing information and delivery of services on the policies and programmes of the government. Several state governments also launched innovative steps to promote e-governance across the country. Andhra Pradesh, Madhya Pradesh, Rajasthan and Karnataka emerged as model states in the application of new media for development purposes.

The basis of the information revolution in India is the technological revolution in telecommunications, computers and electronic media. There has been a convergence of technologies relating to different areas of communication such as telephone, telegraph, radio, TV, Internet and data networks. The process of globalization has facilitated greater potential benefit of information and communication technologies. India has become an information/ data processing service provider to the world. In India, telecommunication has become a substitute for transport as the information collection role of transport is minimized due to information flows which are efficient and cost effective. The technological advances have made possible the unbundling of telecom services in India. The market based approach has been accepted and implemented in India which is known for investment de-licensing and free entry, rational pricing of natural resource, regulation of queasy natural monopoly elements and tax and subsidy for social objectives.

The emergence of cable TV and wireless technology has brought about the natural monopoly position which has urban and rural utility. The government has complete authority over all physical channels of communication

including television and radio broadcast. The social concerns are met through a cross tax subsidy scheme. There is no economic rationale for any license fees and charges on account of full cost pricing of all telecom services in India. India has become a prominent nation in the world for the development and application of new communication technologies which have become effective instruments of education and development. Eminent communication scholars and scientists have prepared grounds for the conduction of new media experiments in the country. India is in the forefront in the field of new media management in the world and conducted several experiments in the field of application of new media for various developmental endeavors during the last quarter of 20th century. In the present times, the social media have also become prominent tools of multi-faceted development of the country on the basis of interactive and democratized communication in urban and rural areas. The communication and information specialists have adopted the best strategies for the effective management of new media for various developmental activities in the age of globalization.

CORPORATE ADVERTISING IN INDIA

The advertising industry has grown rapidly in the country and determines to a considerable extent the GDP or the gross domestic product of any country. The advertising industry besides functioning as an intermediate between the manufacturers and the customers plays an important role in the Indian economy. Modern advertising industry necessitates investment for funding different resources. One cannot measure the degree of development by interpretation of inputs in the economy which yields some production. In the event when consumption levels far exceed than what is reckoned, this is not a means of triggering or bringing about transformation in the culture, society or development in human resources or economy. The Indian corporate sector primarily depends upon advertising in order to enhance the salability of goods and services and generate adequate income in the age of competitive business. The corporate houses have invested adequate funds on corporate advertising management which is an important component of organizational management. There are about 500 leading corporate houses which are functioning in India. The corporate advertising services are delivered by the consumer goods producing corporate houses and non-consumer goods producing corporate houses. The Reserve Bank of India's (1985) has classified the industries on the basis of certain parameters.

The country has also witnessed remarkable progress in the field of advertising management over a period of time. The corporate houses mainly undertake the management of corporate advertising in respect of consumer goods as compared to non-consumer goods manufactured by them. The non-consumer goods producers included the companies producing intermediate goods as well. According to the RBI classification, the consumer goods and non-consumer goods producing companies are usually classified on the basis of the extent of foreign holding in their equity capital. The companies having 10 per cent or more foreign equity are considered to be Foreign Controlled Companies according to Biswajit Dhar. These included the FCCs both registered and not registered under the Monopolies and Restrictive Trade Practices Act (MRTPA). The non- Foreign Controlled Companies include both registered and non-registered under the act.

Rao (1990:13) reported that about 400 corporate houses constituted the top crust of the corporate advertising management in India. The private sector has gained an upper hand over the public sector in regard to the investment made on corporate advertising activities. But, these private corporate houses did not report advertisement expenditure as a separate item in their Annual Reports. The number of companies, reporting advertisement expenditure as a separate entry, fell from 210 in 1976 to 193 in 1984 according to the study. The private corporate houses which have not reported their corporate advertising expenditure include DCM, WIMCO, Mafatlal, Parke Davis, Geoffrey Manners, General Electric Company of India and many others. Each one of them is a well known advertiser and yet, under one or the other technical reason these companies have not reported any advertisement expenditure. The same trend continues to exist in the present times also due to inadequate advertising regulations in India.

In the present times, the advertisement expenditure of private and public corporate houses has grown considerably mainly because of the competitive business environment created in the era of globalization. By the end of 1990s, the sales turnover registered a growth of 154.77 percent, and the advertisement expenditure registered a growth of 196.90 percent. The sales turnover registered a growth rate of 19.35 percent per annum, while the corresponding growth rate for the

advertisement expenditure was 24.60 per cent. The amount spent on consumer goods promotion is substantially higher than the amount spent on non-consumer goods promotion in India. Empirical evidence also reveals that the corporate advertising expenditure is related to the size of the company's turnover. The corporate houses have generally reported the advertisement expenditure which is less than 1% of their sales turnover. The ratio of the advertisement expenditure to the sales turnover has also risen from 0.90 in 2010 to 1.04 in 2014. This steady rise in the ratio is an indication of the growing importance of the advertisement culture with the Indian corporate sector as a whole.

Studies have also reported that the advertisement sales ratio rose more sharply for the consumer goods producing companies than the non-consumer goods producing companies, standing at the level of nearly 1.00 percent in 1976 to 1.62 percent in 2010. The advertisement to sales ratio was higher for the FCCs than for the Indian companies and the highest for the consumer goods producing FCCs. By and large, a majority of the corporate houses have reported an yearly advertising budget exceeds 1crore of rupees. The Indian corporate houses are greatly influenced by the economic globalization which has motivated the corporate houses to spend more than Rs.1crore on advertising. Prominent among them include - Hindustan Lever Ltd. (Rs.2.98crores), Rallis India Ltd. (Rs.1.29crores), Union Carbide (India) Ltd. (Rs.1.22crores), and Peico Electronics and Electricals Ltd. (Rs. 1.12crores) and it is interesting to note that all four of them were FCCs. By 1980, the eleven companies spending more than Rs.1.00crores included seven FCCs and four Indian companies. The seven FCCs were Hindustan Lever Ltd., Glaxo Laboratories (I) Ltd., I.T.C.Ltd., Peico Electronics and Electricals Ltd., Dunlop (I) Ltd. and Richardson Hindustan Ltd. The four Indian companies who joined these FCCs were Reliance Industries Ltd., Grasim Industries Ltd., Jay Engineering Works Ltd., and Mohan Meakin Ltd., Bombay Dyeing Manufacturing Co. Ltd. The advertisement expenditure of the top advertisers seems to have jumped in a very significant manner. The Hindustan Lever Ltd, Reliance Industries Ltd and Food Specialties Ltd Companies have spent more than 10 crore on the corporate advertising activities by the end of 20th century. The non-consumer goods companies which have spent more than 1.crore annually on corporate advertising include – Kirloskar Oil Engines Ltd, Tata Engineering and Locomotive Co. Ltd, Greaves Cotton and Co. Ltd., Advani Oerlikon Ltd., National Organic Chemical Industries Ltd., Nirlon Synthetic Fibres and Chemical Ltd., and MRF Ltd. Dunlop Ltd and so on.

The top corporate houses of India with reference to corporate advertising expenditure include - Hindustan Lever Ltd, Reliance Industries Ltd, Food Specialties Ltd, Peico Electronics & Electricals Ltd, I T C Ltd, Union Carbide (I) Ltd, Escorts Ltd, Glaxo Laboratories (I) Ltd, Dunlop India Ltd, Jay Engineering Works Ltd, Grasim Industries Ltd, Crompton Greaves Ltd, Bombay Dyeing & Mfg. Co. Ltd, Richardson Hindustan Ltd, Bata India Ltd, Blow Plats Ltd, Herbert sons Ltd, Modi Rubber Ltd,Reckitt & Colman of (I) Ltd, Tube Investment of (I) Ltd, Johnson & Johnson Ltd, VST Industries Ltd, Raymond Woollen Mills Ltd, Voltas Ltd, Boots Co. of India Ltd, Berger Paints India Ltd, Modi Spinning and Wvg Mills Co. Ltd, Hoechst India Ltd, Mohan Meakin Ltd, M R F Ltd, Hindustan Ciba-Giegy Ltd, Bayer India Ltd,National Radio & Electronics Co Ltd, Rallis India Ltd, Madura Coats Ltd, Bajaj Auto Ltd, Khatau Makanji Spg & Wvg Mills Co Ltd, Nirlon Synthetic Fibres & Chml Ltd, National Organic Chml Inds Ltd, Mahindra & Mahindra Ltd, Breaves Cotton & Co. Ltd, Advani Oerlikon Ltd, Oriental Carpet Mfrs. Pvt Ltd, Sylvania & Laxman Ltd, Goodlass Nerolac Paints Ltd, Alembic Chemical Works Co Ltd, Nicholas Laboratories India Ltd, Tata Engineering & Locomotive Co Ltd, Widia India Ltd, Kirloskar Electric Co Ltd, Asian Paints India Ltd and so on. Some more corporate houses like Wipro, Infosys, L&T etc. have joined the bandwagon of leading corporate houses which have made their presence felt in the field of corporate advertising management in India in the New Millennium.

Ranganath (2011:12) observes: "A perusal of the recent trends and developments of corporate advertising in India reveals very interesting findings. Prominent among them include – a) Corporate advertising has grown considerably over a period of time in India because of economic globalization, b) Corporate advertising in India is primarily a phenomenon of the consumer goods producing companies rather than non-consumer goods producing companies, c) FCCs single handedly accounted for a dominant share in the total advertisement expenditure, d) Indian Big business, as represented by the Indian MRTP companies, accounted for a sizeable share in the total advertisement budgets of the corporate sector, e) Consumer goods producing FCCs accounted for more than four fifths of the expenditure by the FCCs, and more than half the expenditure by the total reporting companies, f) Definite correlation

existed between the proportion of sales turnover and advertising expenditure, h) Corporate advertisement expenditure by the Indian Corporate Sector is highly concentrated, i) Top 50 advertisers accounted for nearly 80 per cent of the total advertisement budgets, whereas the Top 10 advertisers accounted for nearly 40 per cent of the total advertisement budgets, j) Top 50 advertisers were primarily the consumer goods producers and the majority of them were FCCs and k) Hindustan Lever Ltd., the all time top advertiser accounted for nearly 10 per cent of the expenditure by the corporate sector in India”.

Alan Rusbridger, the editor of the *Guardian*, a British newspaper, told an audience of Indians digital technology was mauling the traditional print newspaper. That is certainly true in rich countries. But since 2005 the number of paid-for Indian daily newspaper titles has surged by 44% to 2,700, according to the World Association of Newspapers. That gives India more paid-for newspapers than any other country. As of now, there are only 7% of Indians surf the web regularly. “It’s no threat yet,” says Bharat Bhushan, the editor of the *Mail Today*, a joint venture between the *Daily Mail* (another British paper) and *India Today*, an Indian weekly. The headlong growth of Indian newspapers is driven by rising literacy and a booming economy. The modern organizations are banking on newspaper advertisements for property, mobile phones, cars and matchmaking services. In 2012, the amount spent on newspaper advertising in India exceeded 30%, the swiftest increase in the Asia-Pacific region, according to Nielsen India, a market-research firm. The television is also prominently used as an important tool of corporate advertising in the present times in India.

CORPORATE COMMUNICATION IN INDIA

The corporate houses, government organizations and non-government organizations have considered corporate advertising as an important tool of corporate reputation management. Among advertising revenues, 15 to 20 percent is kept by the number one contextual network, Google. Most large viewers view online display advertising as nothing more than traditional advertising but with the capability of customizing space for individual viewers. The transaction costs between advertiser and publisher in this case is 20 percent more than the sales price after taking into account publisher tools and ad networks, much higher than the costs of intermediation in other kinds of industries. The British Institute of Public Relations defined the function of Public Relations which is now vigorously practiced as Corporate Communication as an effort to establish and maintain mutual understanding between an organization and its publics. Modern organizations cannot achieve their goals in the absence of active and willing participation of various stakeholders in their affairs.

Cutlip et.al. (2004:04) have emphasized the need and importance of Corporate Communication thus: “Organizational adjustment as the outcome of Public Relations suggests a management level, policy influencing role and calls for corrective action in addition to communication”. Corporate Communication is not merely confined to that of presenting the points of view of the organization but to prevail upon the leaders of the organization to reconcile or adjust in the public interest those aspects of corporate behavior which have a social significance. Corporate Communication serves a variety of organizations in modern times. It is an approach to problems by itself. Any modern organization that deals with various publics has a need for Corporate Communication. Today, political parties, religious institutions, cultural organizations, voluntary organizations, education institutions, business organizations, industrial organizations, trade unions, government organizations, NGOs – all need systematic and sustainable Public Relations activities which are now broadly practiced as Corporate Communication. The tools of Corporate Communication include – publicity, propaganda, lobbying, advertising, persuasion etc. Corporate Communication plays an important role in modern organizations. It is necessary to understand the stakeholders in modern society. Prominent among them include – employees, shareholders, suppliers, distributors, consumers, media professionals, government servants, local citizens and so on. Corporate Communication has emerged over the years as a prominent management function that brings modern organizations closer to various stakeholders who matter most in this age of competitiveness. It enables modern organizations and constituent publics to maintain mutually beneficial relationships.

Wilcox et.al. (1992:16) report: “In a complex global society, business, government, non-profit and other organizations must have people who can communicate the needs of the organization to its various constituents and, at the same time, communicate the concerns of those publics back to the organization. In this environment of rapid social change, every organization must evolve or die. Corporate Communicators must possess the communications expertise and social sensitivity necessary to help organizations adapt to their changing environments”. Corporate Communication is required to establish, maintain and sustain mutually acceptable and rewarding relationships between the organization and its various publics. Without effective people-friendly, cause-oriented, mission-oriented and progress-oriented Corporate Communication it is not possible to achieve progress in this age of competitiveness.

The fast changing economy in general and media scenario in particular have had decisive impact on corporate communication in India. The once powerful opinion leaders or community leaders or replaced by the community of corporate communicators who are well versed in the art and craft of image building, reputation management, crisis management and other aspects of corporate communication in the new millennium. Corporate communication plays a major role in facilitating constant interaction between the corporate houses and various stakeholders of organizational development in modern society. The need for self-expression is inevitable in the present times in all modern organizations in the age of globalization. Corporate Communication helps establish a mutually beneficial relationship between the management and employees on the one hand and between the organization and stakeholders on the other hand. In a world that constantly grows complex, sophisticated and even bigger, the need for two-way persuasive Corporate Communication becomes more inevitable in the modern society. In a democratic society, the constituent publics have a right to information, right to participation, right to agitation and right to empowerment. Hence, Corporate Communication provides opportunities for meaningful dialogue between the government and people in general and between modern organizations and various stakeholders in particular. The harmonious functioning of government and corporate houses demands organized Corporate Communication.

CONCLUSION

The media in India are by and large subjected to state and private ownership. The media functions are assessed by the scholars during different occasions. Media critics have lamented that media ownership and management patterns are largely responsible for the existing state of affairs of media in India. The media are known for entertainment and advertisement priorities which have undermined the education and development obligations in the age of globalization. The socio-economic issues are not seriously debated in the electronic media which are profit centered institutions. The critics have also noted that media serve the interests of state and corporate power which are closely interlinked. The propaganda of state controlled television and radio are widely ridiculed in the Indian public arena. But the press and new media are also known for manufacturing the consent of people in favour of the goods and services delivered by the market forces which rule the media in India and other parts of the world. The media in India have become more and more class self-conscious and displayed the sense of profit maximization which has cost national interest dearly. The power of media as watch dogs of public interest has certainly gone down greatly in India in the age of globalization. The ascendancy of a new kind of globalization of finance has made the process of media management vulnerable and media institutions have become tools of intellectual hegemony imposed by the market forces which exercise media power in relation to economic issues and compulsions. Under these circumstances, the state should design professionally sound and socially accountable regulatory and governance mechanisms which need to be put in place in the age of globalization of media.

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