

## **MEDIA MANAGEMENT IN INDIA: AN EMPIRICAL STUDY WITH REFERENCE TO GLOBALIZATION**

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### **Preamble**

The subject of globalization has been widely discussed in the new millennium by the scholars, administrators, activists and others all over the world. The process of globalization has affected all spheres of human life including communication and journalism. 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 globalization 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.

### **Review of Literature**

The empirical and longitudinal studies conducted by the past researchers also revealed that globalization of economy and globalization of media have adversely affected the public interest since the market forces are not committed to socially responsible mass communication. Major studies concerning the impact of globalization and media include - Bagdikian (1990), Benzason and Sagasti (1995), Erickson and Narayanamoorthy (1995), MCDowell (1997), Dumming (1998), Demers (1999), Amezaga-Albizu (2000), Adams and Goldbard (2001), Ritzer (2002), Ambirajan (2003), Ciochetto (2004), Blankson (2005), Lee et.al. (2006), Bruder (2007), Movius (2008), Wahl-Jorgensen and Hanitzsch (2008), Jan (2009), Beckette (2010), Eijaz et.al. (2011), Sadianasr (2012) and Butt (2014). The review of literature clearly indicates that adequate scientific investigations were not carried out in India with a focus on impact of globalization on media management in India.

### **Significance of the Study**

A substantial amount of research has been carried out on the impact of globalization on media system, management and operations in abroad. Scholars have conducted an extensive and intensive review of major studies about media and globalization. But there are quite a few studies which have dealt with the impact of globalization on media management with special reference to India. The major deficiency observed in their works is lack of emphasis on the impact of globalization on media management and operations with special reference to India. Hence, it was decided to systematically evaluate the impact of globalization on media management in India.

### **Objectives of the Study**

With the impact of globalization on media management and operations in India being the thrust area, the research proposed to:

1. Study the attitude of Indian media owners, professionals, policy makers, activists and other stakeholders in the age of globalization
2. Analyze the ownership pattern of Indian media in the age of globalization
3. Assess the Indian media priorities in the age of globalization
4. Examine the media contents in the age of globalization
5. Evaluate the effects of globalization on the management of Indian media, corporate advertising and corporate communication
6. Explore the impact of globalization on the Indian media operations; and
7. Suggest appropriate media strategies for the protection of culture, environment, professional accountability and public interest in India in the age of globalization.

### Research Design

The present study approaches the problem through a systematic survey method which is very popular in the field of communication as well as social science research. A structured and pre-tested interview schedule was administered to the policy makers, intellectuals, media owners and media professionals in India. Primary data were collected through questionnaire and interview tools personally by the researcher.

### Distribution of Study Areas and Sample

Sl. No.	Name of the States	Name of the Cities	Number of Respondents
1	Uttar Pradesh	Lucknow	68
2	West Bengal	Kolkotta	68
3	Maharashtra	Mumbai	68
4	Karnataka	Bengaluru	68
5	Union Territory	New Delhi	66
<b>Total</b>	<b>05 States</b>	<b>05 Cities</b>	<b>338</b>

### Findings of the Study

#### Demographic Features

A majority of the respondents belong to male category (74.56%), 20-45years age group (80.18%), bachelors, masters and doctoral degree holders (66.27%), intellectuals, media owners and media professionals' categories (65.68%), senior service category of 11-30years (63.90%) and middle and high income groups (73.96%) respectively.

#### Impact of Globalization on Indian Media

- A majority of the respondents (68.93%) have stated that the process of globalization had created the cross-ownership of media which has encouraged the owners of one medium to use both its technology and content in another medium in India.
- A majority of the respondents (77.22%) have stated that the process of globalization had brought about the media consolidation and convergence which benefited major media players in India.
- A majority of the respondents (60.06%) have stated that the process of globalization had reformulated the media imperialism in India.

- A majority of the respondents (60.65%) have stated that the process of globalization had converted the media institutions as the voice of the dominant powers in India
- A majority of the respondents (52.07%) have stated that the process of globalization had resulted in the commercialization of media services in India.
- A majority of the respondents (68.64%) have stated that the process of globalization had diluted the national media policy and accountability in India.
- A majority of the respondents (68.05%) have stated that the process of globalization had created paid news trend which has affected the sovereignty of people in India.
- A majority of the respondents (72.49%) have stated that the process of globalization had made the media institutions to serve the masters better than the people in India.
- A majority of the respondents (73.37%) have stated that the process of globalization had converted the media as instruments of commoditization in India.
- A majority of the respondents (59.47%) have stated that the process of globalization had increased commercial competition in global media which has tilted the balance in favor of the market forces in India.
- A majority of the respondents (90.83%) have stated that the process of globalization had commercialized the communication services which benefitted the capitalists in India.
- A majority of the respondents (68.93%) have stated that the process of globalization had created imbalance in the flow of information and communication in India.
- A majority of the respondents (67.75%) have stated that the process of globalization had created a divide between a super-informed elite and a less informed majority in the society in India.
- A majority of the respondents (65.09%) have stated that the process of globalization had enabled the media institutions to redefine the concept of news and design their media agenda to control the minds of the people in India.
- A majority of the respondents (81.66%) have stated that the process of globalization had enabled the transnational corporations to adopt vertical management and communication models which benefit them in India.
- A majority of the respondents (74.26%) have stated that the process of globalization had created a new generation of executives in the media sector in order to strengthen their hands and monopoly in India.
- A majority of the respondents (63.61%) have stated that the process of globalization had facilitated digitization and convergence which have blurred the lines that distinguish one medium from another in India.
- A majority of the respondents (89.94%) have stated that the process of globalization had diluted the spirit of media autonomy and public service in India.
- A majority of the respondents (63.02%) have stated that the process of globalization had enabled the media institutions to function on the basis of economics of media management rather than social and developmental considerations in India.
- A majority of the respondents (76.33%) have stated that the process of globalization had belittled the ethical parameters and professional responsibility in India.
- A majority of the respondents (63.61%) have stated that the process of globalization had shifted its focus from people oriented philosophy to market oriented business enterprise in India.

- A majority of the respondents (63.61%) have stated that the process of globalization had a decisive impact on Indian media which have encountered hyper competition over a period of time in India.
- A majority of the respondents (90.83%) have stated that the process of globalization had posed serious challenges to the traditional media networks since they are part of larger production entities in India.
- A majority of the respondents (54.44%) have stated that the process of globalization had presented one-sided or partisan news in the media in India
- A majority of the respondents (73.37%) have stated that the process of globalization had made the media institutions more vulnerable to the media conglomerates in India.
- A majority of the respondents (76.33%) have stated that the process of globalization had enabled the market forces to create new affiliations by abusing the media power in India.
- A majority of the respondents (71.89%) have stated that the process of globalization had brought about a shift from public service communication to marketing communication which benefits the market forces in India.
- A majority of the respondents (85.50%) have stated that the process of globalization had enabled the market forces use the media as tools of advertising and propaganda which benefitted them economically in India.
- A majority of the respondents (86.98%) have stated that the process of globalization had brought about competitiveness and increased the international coverage significantly in India.
- A majority of the respondents (77.81%) have stated that the process of globalization had diluted the developmental obligations of media in modern society in India.
- A majority of the respondents (76.33%) have stated that the process of globalization had increased the infotainment and edutainment programs which generate income for the broadcasting institutions in India.
- A majority of the respondents (61.24%) have stated that the process of globalization had reshaped the media institutions which brought consumers information and entertainment in India.
- A majority of the respondents (60.06%) have stated that the process of globalization had made the media institutions as instruments of propaganda and profit making by the market forces in India.
- A majority of the respondents (58.58%) have stated that the process of globalization had resulted in the loss of corporate social responsibility among the media institutions in India.
- A majority of the respondents (77.81%) have stated that the process of globalization had enabled the media to generate income through high volume of advertising at the cost of public instruction in India.

### **Testing of Hypotheses**

*H1- The globalization of media has converted the media institutions into profit-centered institutions*

The data analysis indicates that media institutions have shifted their focus from people oriented public institutions to market oriented and profit-centered institutions. Hence, the hypothesis stands proved according to data analysis.

### **Implications of the Study**

The implications of the findings of the study with special reference to media management in India in the age of globalization in general terms are given below.

### **National Media Policy**

The investigation reveals that it is imperative to formulate a national media policy at this juncture of globalization of media mainly due to changing political economy. India is the land of global visionaries, missionaries and statesmen who excelled as great communicators. The scholars and statesmen have advocated that a true democracy is the system of governance by the people and allows free speech based on rationality. The media institutions are required to play the role of an informal university, opposition leader outside the parliament, voice of the people and angel guardian of people in a pluralistic and developing nation like India. The Government of India should raise to the occasion and formulate the national media policy in accordance with the United Nation's Declaration, Constitutional provisions, recommendations of various committees and scholarly writings. The Indian national media policy should also represent the socialistic and democratic aspirations of Gandhi, Nehru, Ambedkar, Lohia and other builders of Indian Republic. The Government of India should also understand the globalization of economy, media environment, the new technological developments and corporate social responsibility of the media and formulate the policy in order to safeguard the public interest against the media abuse and manipulation in the age of globalization.

The government is called upon to assume the regulatory role in view of the proliferation of media which have necessitated the need of an independent regulator for media sector in India. Scholars have prevailed upon the government to protect the interest of the people by juxtaposing the self-regulation with the overpowering commercialization in order to humanize the face of globalization. The government has to come out with a national communication policy on the basis of wide-ranging consultations with the media stakeholders. The fast changing technology had completely changed the media environment, but any delay in embracing these changes would be disastrous to the Indian environment. The media should not be allowed to take the national constitution and people for granted. The media in India should not be allowed to create a divide between a super-informed elite and a less informed majority in the country. The media should be prevented from redefining the concept of news and design their agenda to control the minds of the people which is detrimental to the democracy and sovereignty of the people. The critics of globalization have given a serious thought to the formulation of national media policy in India in order to safeguard the public interest in accordance with the ethical norms, professional obligations and constitutional provisions. The central government should formulate national media policy in view of the convergence of various information and communication technologies which have opened up a plethora of new possibilities and threats in India. The policy makers are required to collect, consolidate and correlate appropriate ideas and strategies in order to formulate a viable national media policy in the age of globalization.

### **The Future of Media System and Management**

The media institutions are required to function in accordance with the national culture, environment and constitution since the globalization of economy and media has resulted in the commercialization of media services. The globalization of media has created a new multimedia super corridor which has benefited the market forces. The investors and service providers should not create a new consumer culture which is detrimental to social justice and economic equity which are the foundations of the welfare state. The media institutions should be controlled effectively to prevent the harmful effects of corporatization and commoditization which have adversely affected the foundations of nationalism and economic sovereignty of India.

The media convergence and consolidation has enabled the modern media conglomerates to create, transfer and exploit competencies across operations and locations in the country. The media institutions should not be allowed to weaken nationalist ideology, culture, society, economy, polity and other sectors of national development in India.

The print media should enhance their social reach and function as the instrument of development. The tendency of editorialization of news should be checked in order to prevent the market forces to have a sway on the knowledge of the people. The electronic media have created the new kind of marketization which has changed their role from development to entertainment oriented. These institutions should not function as the main carrier of consumer



capitalism in India. They should not be allowed to alter the ideology of the masses and jeopardize public interest. The government should decentralize, democratize, localize and humanize the process of broadcasting in India. The Indian film industry should be regulated through proper legal and operational mechanisms. The new communication technologies should be judiciously used as instruments of participatory communication and development in the country. The intelligent and active application of social media for various developmental endeavors should be ensured by the government and other stakeholders. The folk media should be protected from the new trends of homogenization and hybridization which have belittled the cultural foundations. The media advertising management needs to be disciplined in order to protect the people from economic and media imperialism in the country. The corporate communication sector should be developed properly to build and sustain mutually beneficial rapport between modern organizations and various stakeholders of national development. The media institutions should be directed not to enter into an unlawful alliance with the dominant forces which have neglected the marginalized sections of society. India practically needs a different media policy, agenda and system in order to safeguard the interest of people against the abuse of media in the age of globalization.

### Conclusion

The globalization has impacted the media services in India and abroad. There are advantages and disadvantages of globalization with reference to media management in the present times. But the disadvantages outweigh the advantages according to the empirical evidences gathered in India and abroad. The present study emphasizes that it is imperative to formulate a national policy on media management in India at this juncture of entry of foreign media, invasion of satellite channels, prevailing pluralistic media culture, centralized media services and commercialized media scenario in India. This has been a long pending demand and the Government of India may consider constituting an expert committee of legal luminaries, media experts, media scholars, social activists and intellectuals for evolving an authentic, comprehensive and purposeful media management policy in India. The Government of India may also consider constituting a National Media Commission consisting of scholars and activists drawn from different spheres of human life to monitor the media scenario in the country in the age of globalization and make the media institutions accountable to the Parliament and people. The national commission may also advice the Government of India and other agencies regarding the expansion, decentralization, democratization and humanization of media services in the country. It is high time the Press Council of India is converted into Media Council of India in order to regulate the functions of both traditional and modern communications media and uphold professional ethics. India needs a communication strategy which should be considered as a sub-system of development process at national, regional and community levels.

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