Abstract

Title of the thesis: Media Convergence in India: A study with reference to the convergence of content in India’s private English news channels from the year 2009 to 2016.

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In India, the internet has influenced many sectors of economy. It has helped in enhancing efficiency of the processes related to planning, production and distribution of goods. It has created new sectors in economy and it has necessitated upgradation of knowledge and skills of the workers. Media sector influenced largely with developments and proliferation of the internet.

The digitisation of content has hastened the process of integration with the internet. Today there are over 1000 million mobile phone users in India and over 391 million internet subscribers out of this 370 million subscribers access the internet in wireless mode. Today legacy media organisations are compelled to adopt internet and platforms hosted by it. The audience unlike in the past has access to content not just from India but also from across the world. To stay in the competition print, TV or radio media organisations are using internet to identify themes relevant to audience tastes and distributing content through the internet. Mobile Apps, Twitter, Facebook, Instagram, YouTube and several other internet-hosted platforms are used for providing content through the internet.

This study focuses on influence of the internet on Indian media more specifically Indian television news media. Since 2009 Indian television news media organisations, are aggressively using internet for news gathering and distribution purposes. This study focuses on content dissemination practices by Indian television news channels.

Proliferation of the internet in India has helped in spurring the growth of social networking sites. Facebook has maximum number of users from India. Today social networking site users not just share thoughts, pictures and videos on social networking sites but also engage in consumption of content other than personal in nature. Social networking sites emerged as platform for news consumption. This study focuses on Facebook as dissemination platform for news. It looks at extent, type and nature of news content convergence through Facebook.
The conceptualisation of convergence proposed by Henry Jenkins and perspectives provided by Manuel Castells on integration of media with the internet forms the theoretical basis of the study.

Using mixed method research, this study investigates quantitative trends with respect to extent and type of content convergence, explores trends related to themes of content over the study period and endeavors to identify reasons behind need and implication of content convergence for Indian television news media.

As internet is poised to grow exponentially in India in coming years, the inference and insights gained from this study would help in understanding current trends in convergence phenomenon in Indian context and future of this process.