CHAPTER II

REVIEW OF LITERATURE

2.1. Introduction

The relationship between globalization and communication is widely discussed across the globe. There is a remarkable expansion of media institutions and communication facilities in India and other parts of the world over the years. The world has witnessed commendable progress in the application of new communication technologies for various developmental endeavors. The technological revolution has transformed the media environment in such fundamental ways that media specialists speak of a new era called ‘media convergence’. The market forces have gained immense control over the traditional and modern media in India and abroad. The profile and performance of media institutions have changed remarkably in the age of globalization. The past studies concerning the impact of globalization on culture, society, economy, politics, media and corporate social responsibility are presented in this chapter.

2.2. Globalization and Communications Media

Dennis (1992:94) analyzed the global media scenario in the new era. The study revealed that media convergence had reshaped the media institutions which brought consumers information and entertainment. The scholar found that the new electronic path ways into the home remarkably changed the way individuals use, pay for and interact with entertainment and information services on a grand scale. The study indicated that the boundaries between media and people blurred due to revolutionary technological changes in the field of communication.

Sherman (1995:334) assessed the telecommunications management which is an important component of electronic media in the age of globalization. The scholar identified four separate but interrelated activities namely development, production, distribution and exhibition. The study revealed that media development was concerned with new technological innovations. The scholar suggested that technology
stimulated growth of the electronic media should improve the quality of media consumption.

Bonchek (1997:45) explored the transition of broadcast to net cast on account of the revolutionary progress of the Internet in the new era and found that webcasters were concerned about the licensing fees imposed by the organizations which represent older media. The study revealed that newer media had eroded the intellectualss of existing older media and thus had affected their ability to generate advertising dollars in the new era.

Cho (1998:74) carried out an investigation the ownership structure, investment and the corporate value. The study revealed that transnational corporations adopted vertical management and communication models which benefitted the economic forces in the present society. The scholar pointed out that human values and professional values were replaced by corporate values and business values in the modern society respectively.

Buckingham and Coffman (1999:55) assessed the importance of motivation in the process of modern media management. The study revealed that employees expected the managers to recognize their achievements and contributions to the organization. The scholars observed that modern media organizations should create opportunities for continued growth and advancement of broadcasting services through effective motivation of professionals.

Gershon (2000:131) conducted a study on the environmental scanning and strategy formulation with special reference to the transnational media corporation. The study revealed that the contemporary electronic media management environment learned heavily on strategic planning as an important management tool. The scholar suggested that broadcasting policy makers, managers and professionals should grasp the essentials of strategic planning since the traditional electronic media moved towards new forms of digital media.

Mcquail (2000:240) explored the relationship between globalization and media policy in modern society. The study revealed that the definition of the most important media was not based on the degree of impact but on the degree of time
spent by the people on them. The scholar pointed out that media influenced public knowledge, attitudes and behavior in modern society on the basis of technological excellence and creativity of service.

Ram (2000:302) examined the emerging trends and issues concerning the media in India. The study revealed that there was visible gap between the two major media traditions in India – the older tradition of a diverse, pluralistic, and relatively independent press, and the younger tradition of state-controlled radio and television. The scholar remarked that the previous tradition represented professional norms and responsibilities while the recent tradition reflected a stultifying and largely misspent tradition.

Young (2000:412) evaluated the need for modeling media markets from electronic media management point of view. The study revealed that a concentrated media market was responsible for unsatisfactory media outputs even though such concentration would arise innocently from underlying economic forces besides being caused by egoistic business conduct. The scholar suggested that electronic media management should be based on certain foundations like decentralization, democratization, localization and humanization in the age of globalization.

Aggrawal and Gupta (2001:01) investigated the economics of media management in India. The study revealed that the need for adoption of ethical parameters and professional responsibility in media management in India was not realized by the stakeholders. The scholars reported the significance of value based media management since globalization of economy, entry of FDI and commercialization of communication services in India posed serious threats to media autonomy, responsibility and credibility.

Hilliard and Keith (2001:163) studied the management of modern electronic media which had undergone revolutionary changes technologically and professionally. The study revealed that video industries strived for improving the delivery systems which generated adequate revenue in modern society since sales efforts were aimed at advertisers. The scholars stated that corporate – owned broadcast groups earned maximum advertising revenue because of their high quality programming and promotional activities.
Chomsky (2003:75) analyzed the media control in the globe which demonstrated a spectacular achievement of propaganda. The study revealed that modern media organizations were abused by the market forces which were wedded to commercialization. The scholar found that increased commercial competition in global media had tilted the balance in favor of the market forces.

Siochru (2004:342) assessed the social consequences of the globalization of the media and communication sector. The study revealed that the centralization of ownership of electronic media represented the transition from national public ownership to global private ownership. The scholar found that the restructuring of employment relations and international competition for footloose capital based on cheaper labour had affected the quality of broadcasting services in general and social responsibility of the broadcasters in particular.

Gershon (2005:132) carried out an investigation on the media industry. The study revealed that transnational corporations had captured the media institutions across the globe. The scholar noted that entertainment industry had grown all over the world and impeded educational, social and economic progress of the disadvantaged sections of the society. The scholar suggested that media institutions should play a vital role as instruments of development in modern society.

Pavlik and McIntosh (2005:285) conducted a study on the media convergence in the present times. The study revealed that feedback in the converged world of digital communication was instantaneous in comparison with traditional analog mass communication. The scholars opined that television had become an increasingly interactive medium of communication which is accessible to millions of viewers all over the world. The scholars pointed out that cable television currently had interactive capabilities allowing viewers to order a pizza directly through the cable connection.

Thomas (2005:369) explored the media management in the new era. The study revealed that media and communication industry in Asia had undergone a radical transformation. The scholar observed that the advent of the transnational television captured the imagination of intellectuals in many countries who were accustomed to unimaginative public broadcasting and commercial broadcasting under government
control. The scholar pointed out that new borderless media emerged in Asia through transnational television via satellite and cable.

Vilanilam (2005:387) examined the mass communication in India. The study revealed that Indian media were subjected to the ownership of market forces which resulted in the media imperialism. The scholar pointed out that the western media contents adversely affected the indigenous culture of India and posed serious threats to social responsibility of media. The study emphasized that electronic media in India were highly irresponsible since they attached more importance to crime, sex, music, fashion, sports and other subjects.

Wong (2006:403) evaluated the domination and interdependency in globalization through the media. The study revealed that mass media, especially TV and movies, had contributed greatly to globalization through rapid circulation of news and entertainment, ideas and images throughout the world. The scholar remarked that the global dominance of U.S. movies and television programs posed serious threat to electronic media industries in the South or developing countries. The scholar cautioned that this tendency contributed to a distortion, marginalization or suppression of cultural developments in the South, thereby further curtailing global cultural diversity.

Bhagavati (2006:39) investigated the media management in India. The study revealed that the new professional globalism achieved perfection in media and allied fields. The scholar reported that market-culture interactions were usually mediated by the nation – state which, in the process of creating a national identity also employed its own range of cultural specialists and intermediaries.

Deuze (2007:97) studied the digital media environment in modern times. The study revealed that media had become home to an eclectic bunch of people. The scholar used the scholarly and professional literatures in a wide variety of disciplines and offered an account of contemporary media profile and performance. The scholar emphasized that digital media supercharge the dilemmas, as industries merge and media converge and intellectualss become co-creators of content online. The scholar suggested that media professionals should cater to the needs of the intellectuals in a competitive media management era.
Kheeshadeh (2007:187) analyzed the effects of globalization on mass media in the world. The study revealed that access to media was unequally distributed between the north and south in the age of globalization. The scholar stated that the intellectuals gained more awareness through media exposure about the global environment and activities. The study emphasized that in the age of globalization hybrid culture was developed in the place of local culture.

Bruder and Diels (2007:54) assessed the globalization of media in developing countries. The study revealed that nations around the world were exposed to other cultures with the globalization of media. The scholars found that electronic media portrayed the western lifestyles and values of life and created new desires among the people which benefitted the service providers. The scholars opined that there was unidirectional flow of material from a small number of industrialized countries to the Third World.

Kung (2008:199) carried out an investigation on the strategic management in the media from theoretical and practical points of view. The study revealed that modern electronic media management adopted the strategic media theory and achieved success in modern times. The scholar noted that strategic aspects central to the media sector, such as technological change, organizational structure, leadership, creativity and innovation were seriously considered by the stakeholders of electronic media management in modern times.

Fourie (2008:121) conducted a study on the media policy, management and representation in the age of globalization. The study revealed that electronic media and other communications media owners and managers used strategic ways of media management in the age of competitive media business operations. The scholar opined that media regulations were enacted to reform broadcasting media and new media in the new millennium to ensure effective checks and balances and protect public interest.

Rayudu (2008:309) explored the media management in India. The study revealed that media institutions had flourished in India in 20th century due to the active involvement of government departments and private media houses. The scholar pointed out that electronic media were managed by both public and private sectors in
India and concentrated more on infotainment and edutainment services which benefited the urban population. The scholar suggested that media should be managed on the basis of ethical, social and professional considerations in India.

Clifford (2008:79) examined the media management in modern times. The study revealed that methods of obtaining intellectuals feedback with reference to radio, television and Internet were not scientific. The scholar observed that contemporary media organizations were interested in understanding the feedback of the intellectuals who mattered most.

Malone (2009:223) evaluated the ownership and management of media corporations. The study revealed that an undeniable fact about broadcasting and other electronic media was that they were businesses since they existed mainly to generate income to manage the activities and increase the profit to their owners. Scholar reported that three major networks in America namely – ABC, CBS, and NBC dominated broadcasting since their ownership remained stable.

Newman (2009:268) investigated the rise of social media and its impact on mainstream journalism and broadcasting. The study revealed that social media complemented the modern broadcasting management as effective sources of information. The scholar stated that the mainstream media in its coverage took a mainly pragmatic approach to the application of social media in modern broadcasting management sector.

Freedom House (2010:123) studied the setbacks to global media freedom in the age of globalization. The study revealed that the structure of media ownership; transparency and concentration of ownership; the costs of establishing media as well as of production and distribution; the selective withholding of advertising or subsidies by the state or other actors; the impact of corruption and bribery on content; and the extent to which the economic situation in a country affected the development and sustainability of the media. The scholar found that market forces have given a new dimension to media management and promoted hegemony, consumerism and other tendencies which benefitted them.
Albarran (2010:05) analyzed the media economy in the context of globalization of media. The study revealed that the electronic media function as an important component of the economic system. The scholar noted that in the United States and other developed nations, most firms engaged in the electronic media operate in the private sector and thus deliver their content and services for profit in the age of globalization.

Ampuja (2010:12) assessed the relationship between media and globalization. The study revealed that the political economy media had influenced the media priorities and practices in modern times. The scholar pointed out that media had become prominent tools of propaganda and business promotion in the age of globalization.

Eijaz and Ahmad (2011:108) carried out an investigation on the challenges of media globalization in the developing countries. The study revealed that even though debates of NWICO and MacBride report suggested measures to overcome disparities but the impact of media globalization was very complex. The scholar remarked that developing countries were more vulnerable to the media conglomerates. The scholars suggested that developing nations should devise appropriate media strategies to strike a balance between service and profit motives and promote regionalism in the new era.

Ram (2011:303) conducted a study on the changing role of the news media in contemporary India. The study revealed that Indian news media had travelled quite a distance since independence, with the pace accelerating over the past quarter-century. The scholar called upon the Indian media to do serious introspection, develop higher professional norms and standards and benchmarking, design a better-informed sociopolitical and ethical standards and evolve a systematic critical monitoring of their own performance.

Du (2012:104) explored the inter-media agenda setting in the age of globalization. The study revealed that the agenda-setting function of mass media was affected by globalization on the basis of international media functions and influence. The scholar reported that comparisons within a local area to cross-national inter-media comparisons took place in the field of media management. The scholar suggested a complex inter-nation inter-media relationship in the age of globalization.
Mohamed (2012:253) examined the extent to which globalization had enhanced the capacity of journalism and the media to build peace and harmony in the modern world. The study revealed that globalization had brought about new form of citizen journalism which promoted peace and harmony. The scholar stated that the media had transcended geo-political barriers created by national media system in the age of globalization. The scholar suggested that media should be utilized as instruments of peace and progress in modern times.

Yigit and Tarman (2013:411) evaluated the impact of social media on globalization, democratization and participative citizenship. The study revealed that it was crucial to increase the civic and political participation during the process of democratization and globalization. The scholars found that social media tools were effective sources of education and affected civic and political participation. The scholars suggested that social media should be utilized by the progressive organizations to ensure participative citizenship in a democracy.

Guru and Mariswamy (2014:146) investigated the communication policy in India in the context of globalization. The study revealed that media in India continued to be class media rather than mass media. The scholars noted that globalization had brought about more disadvantages than advantages from media management point of view. The study emphasized that it is imperative to formulate a national communication policy at this juncture of entry of foreign media, invasion of satellite channel and commercialization of media services.

Haruna and Ibrahim (2014:153) studied the relationship between globalization and mass media in Nigeria. The study revealed that the tradition of imperialism was extended in the name of globalization in modern times. The scholars opined that electronic media, new media and other forms of communication were governed by the principles and practices which suited the dominant powers of the north. The scholars suggested that market powers should set the agenda and demonstrate corporate social responsibility of media.

Manjappa (2015:225) analyzed the impact of globalization on media management in India. The study revealed that the process of globalization had resulted in the commercialization of media services. The scholar pointed out that the
globalization of media had ensured the new trend of marketization of broadcasting services which has changed the role of broadcasting media from development broadcasting to commercialization of broadcasting in India. The scholar suggested that broadcasting institutions should strike a balance between the profit and service motives in a pluralistic society like India.

Rutovic (2016:312) assessed the economic aspects of media globalization which concerned interdependent relationship between the economy and the media. The study revealed that the polarity of those relations was caused through and by the influence of concentration of the corporate media, or convergent interests of the media, politics and business. The scholar remarked that there was a priority of economic impulses and motives of a big capital in relation to the conglomerate of all other interests - political, social, cultural, media and others.

Guru and Kumar (2017:147) carried out an investigation on the impact of globalization on media in India. The study revealed that globalization had brought about significant changes and developments in the management of media in India. The scholars reported that market forces had converted the media into the voice of the dominant powers in the new millennium. The scholars suggested that media should demonstrate adequate corporate social responsibility by providing space for the voiceless and disadvantaged sections of Indian society.

2.3. Electronic Media and Culture

Mitra (1993:252) conducted a study on the role of television in India in the age of globalization. The study revealed that the Government of India developed Doordarshan network that carried the bulk of television programmes in India. The scholar stated that both high power and low power transmitters became instruments of public instruction, welfare and progress in India. The scholar observed that Doordarshan has grown in the country over a period of time as a prominent instrument of cultural promotion and national integration.

Bhatt (1994:40) explored the satellite television invasion of India in the age of globalization. The study revealed that private television channels played a major role in changing the mindset of the intellectuals and facilitated inculcation of western
cultural ethos which benefitted the market forces. The scholar suggested that satellite television channels should focus their attention on social modernization and economic uplift of the people in a traditional society like India.

Morley and Robins (1995:256) examined the spaces of identity, global media, electronic landscapes and cultural boundaries. The study revealed that globalization of media practically removed all the barriers to communication and development. The scholar found that electronic landscapes also integrated the various cultures and groups across the globe under the banner of communication revolution. The scholars also noted that globalization of economy and media benefitted the dominant forces in the world.

Gillespie (1995:134) evaluated the television, ethnicity and culture change. The study revealed that television channels created new life styles and values which adversely affected the local cultural ethnicity and harmony. The scholar noted that television channels were used prominently as tools of entertainment and advertisement in the modern society by the market forces.

Bajpai (1999:25) investigated the impact of relationship on culture. The study revealed that private television channels reflected the traditional or conservative mindset. The scholar opined that there was a disparity of access, projection and representation in the television programmes. The scholar suggested that Indian television channels should not promote western lifestyles and culture in a developing nation like India.

Emmerson (2000:110) studied the impact of electronic media on culture in modern times. The study revealed that electronic media invaded the local cultural ethos and norms and promoted western values, consumerism and modern lifestyles. The scholar observed that electronic media have given importance to entertainment and advertisement and promoted cultural hegemony which cost cultural values and professional ethics. The scholar suggested that broadcasting ethics should be followed by the electronic media stakeholders in the age of globalization.

Thussu (2000:371) analyzed the role of western television and Indian broadcasting. The study revealed that entertainment-led Hinglish television
programmes were broadcast in large number because of celebration for post-modern view of a culturally hybrid, globalised world resulting in a linguistic and intellectual confusion. The scholar suggested that the implications of western television programmes should be scientifically examined to safeguard the local interest.

Fardon and Furness (2000:115) assessed the African broadcasting culture. The study revealed that modern radio industry was in transition due to several policy changes and technological developments. The scholars pointed out that African broadcasting institutions functioned with a sense of social responsibility. The scholars cautioned that FM radio stations would lose credibility and prominence if they do not follow the sound principles of broadcasting management.

McCarthy (2001:233) carried out an investigation on the impact of television on culture. The study revealed that television served the mankind as a kind of rhetorical toy in numerous acts of writing and representing the modern. The scholar reported that television had great impact on the human and cultural values. The scholar suggested that television should be utilized carefully as a means of education and empowerment of the people.

Banerjee (2002:28) conducted a study on the media globalization and localization in the new Asian television landscape. The study revealed that Asian television channels broadcast more internationally relevant programmes which attracted a good number of consumers for the products of multi-national corporations. The scholar stated that equilibrium was not achieved between the media globalization and localization in Asia on account of increasing cultural imperialism promoted by the western media.

Artz and Kamalipour (2003:21) explored the globalization of corporate media hegemony. The study revealed that the corporate media had failed to promote social justice and economic equity since they were guided by business considerations. The scholars found that modern electronic media were used as tools of promotion of cultural and corporate hegemony in modern times. The study concluded that the world economy had created a new system of networked communication which benefitted the masters rather than people across the world.
Butcher (2003:58) examined the relationship between the transnational television and culture in India. The study revealed that Rupert Murdoch's News Corporation had promoted western culture and consumerism in India. The scholar noted that transnational television defined, created and maintained the identity which saw the downfall of the professional accountability of electronic media in modern times.

Chang (2003:68) evaluated the programming strategies of global television broadcasters in Asia. The study revealed that European and American television broadcasters imposed their services upon the Asian countries. The study also revealed that the television stations of the less developed nations primarily depended on the West/U.S broadcasters. The scholar cautioned that such a condition of dependency would mean dominance of Western/U.S. technology and culture in less developed nations, leading to cultural imperialism over less developed nations.

Spigel (2004:350) investigated the impact of television on culture with special reference to 9/11 incident. The study revealed that the cultural studies and media studies were carried out across the globe to protect the culture from the evil designs of market forces. The scholar observed that new media technologies had become instruments of commercialization in modern times. The scholar suggested that the materialist politics of hope should embrace the new global media environment as an opportunity to listen to the developing world.

Browne (2005:51) studied the relationship between the ethnic minorities, electronic media and the public sphere in the age of globalization. The study revealed that electronic media ignored the ethnic minorities and imposed the consumer culture upon them to engineer the consent for their products and services. The scholar pointed out that ethnic minorities have remained at the receiving end in the age of globalization economically.

Bahar (2005:24) analyzed the impact of television on culture in modern times. The study revealed that television acted as the most powerful tool of all and beneath a disguise of a social medium. The scholar remarked that television exerted various positive and negative effects on group, ethnical and national identities which were the foundational elements and basis in forming a society’s identity. The scholar suggested
that the impact of globalization on culture and media should be scientifically examined to protect cultural diversity, local environment and public interest.

Hyde-Clarke (2006:167) assessed the representation of culture in FM radio broadcasting services in modern society. The study revealed that FM radio contents were greatly influenced by the western culture which promoted consumer capitalism in modern society. The scholars suggested that FM radio stations should broadcast culture-friendly, environment-friendly and people-friendly programmes in order to manage their reputation in modern society.

Kalliny and Gentry (2007:178) carried out an investigation on the cultural values as reflected in U.S. and the Arab world television advertising. The study revealed that the U.S. culture and the Arabic culture were vastly different. The scholars noted many similarities between the two cultures regarding TV advertising content and appeal. The scholars suggested that adequate debate of standardization versus adaptation of international advertising should be encouraged to protect cultural values in the age of globalization of electronic media and advertising.

Nasir (2008:265) conducted a study on the impact of television advertisements on society in Pakistan. The study revealed that cultural values portrayed across different channels tended to stay the same. The scholar stated that the executional characteristics as well as cultural values tended to differ significantly in commercials for different product categories. The scholar suggested that youth should be protected from the adverse impact of television advertising relating to food, health and safety.

Emmerson (2009:111) explored the relationship between music, electronic media and culture. The study revealed that the technology had revolutionized the ways that music was produced in the twentieth century. The scholar found that all kinds of sounds were brought into the remit of composition, enabling the music of others to be sampled (or plundered), including that of unwitting musicians from non-western cultures. The scholar suggested that the sound world should provide stimulating and invigorating services to the mankind rather than exploitative and destructive contents and programmes.
Mainsah (2009:221) examined the political economy of media globalization. The study revealed that the authentic traditional and local culture was battered out of existence by the indiscriminate dumping of large quantities of slick commercial and media products from the US. The scholar noted that the process whereby the ownership, structure, distribution of content of the media in any one country are singly or together subject to substantial external pressures from the media interests of any other country or countries without proportionate reciprocation of influence by the country so affected by globalization of media.

Chalaby (2009:65) evaluated the role of migrant television in a transnational media order with reference to diversity within homogeneity. The study revealed that the migrated media catered to the needs of migrants. The scholar opined that such media were set up by the public powers of the receiver societies and are directed towards the immigrant population in their territory, fundamentally with the aim of integration. The scholar suggested that satellite television channels should be utilized properly to protect the cultural diversity and interest of the migrants across the globe.

Ariye (2010:20) investigated the impact of private broadcasting in Nigeria. The study revealed that the entry of private players in the electronic media industry necessitated an appraisal of the positive and negative impact on society. The scholar observed that a competitive industry environment would give public broadcasting institutions a run for their money in terms of acceptability through qualitative broadcasting services. The scholar further noted that private broadcasting had promoted the cultural values of country with the production and broadcast of indigenous programmes.

Hauky and Immordinoz (2011:156) studied the model of cultural transmission where television plays a central role for socialization. The study revealed that television industry had captured all TV watching in modern times. The scholars pointed out that competition in the media industry might lead to cultural extinction but only if one group is very insensitive to advertisement and not radical enough not to watch TV.

Shamsher and Abdullah (2012:333) analyzed the impact of satellite television on the culture of Bangladesh. The study revealed that satellite television services had
resulted in loss of social values and traditions among the people of that country. The scholars reported that globalization had brought about technological and scientific advancement and reinforced the sense of national identity among the university students. The scholars suggested that the impact of globalization on culture should be investigated systematically in developing nations to prevent certain harmful effects.

Sadianasr (2012:315) assessed the relationship between the globalization, Indian television and culture. The study revealed that television channels owned by multinational corporations of Europe and America had the ability to alter social, economic and political situations in its places of propagation and beyond. The scholar stated that globalization led to homogenization and brought about the cultural uniformity throughout the world. The scholar cautioned that policy makers should exercise checks and balances to prevent American and European cultural domination in a pluralistic society like India.

Shabir et. al. (2013:330) carried out an investigation on the impact of mass media on culture and society. The study revealed that mass media had invaded the local culture and promoted global culture based on western values and lifestyles to benefit the service providers and advertisers. The scholar found that electronic media attracted the attention of people in large number and provided services which brought about cultural hegemony and westernization of developing nations based on the hidden agenda of the market forces.

Song (2013:346) conducted a study on the arts and cultural television programmes broadcast by the terrestrial channels and online platform. The study revealed that the technological developments in broadcasting had made the media ecology more complex and differentiated. The scholar noted that the television contents had remained very important in the market because the creation of compelling and original arts content, fortunately, still belonged to primarily to terrestrial broadcasters.

Iyorza (2014:168) explored the impact of global television on the behavior of youths in Nigeria. The study revealed that the most significant impact of global television was achieved through programs like sports, drama, musicals, and violent movies transmitted to Nigeria and other third world nations. The scholar observed that
the Nigerian youths were the most affected victims of television programmes broadcast on the basis of business motives.

Domirani et. al. (2014:101) examined the cultural impact of globalization on the national broadcasting media in Iran. The study revealed that education, lifestyle and life skills were affected by the transnational corporations’ owned media in the age of globalization. The scholars opined that globalization influenced societies on different levels and changed their religious, culture and political viewpoint which might as well get influenced by time and location or even beyond these scopes. The scholars suggested that media institutions and higher learning institutions should change according to the challenges of globalization.

Lucas (2014:214) evaluated the cultural policy, public sphere and struggle to define low power FM station. The study revealed that corporate capitalism and liberalism were the basis for the management of FM radio stations. The scholar observed that FM radio stations broadcast both commercial and non-commercial programmes which fell short of the original vision. The scholar suggested that FM radio stations should adequately represent the philosophy of corporate social responsibility to gain public confidence, professional credibility and financial success in the present times.

Gentikow (2015:130) investigated the role of electronic and digital media in developing literacy and cultural techniques. The study revealed that electronic media and new media demanded new skills and contributed to cultural and social changes. The scholar presented two theoretical approaches which look at how both traditional and new media (print, electronic and digital media) could function in terms of contributing to the development of (new) literacy and (new) cultural techniques. The scholar attempted to combine two relatively different theoretical approaches, each of considerable complexity.

Anyanwu (2015:18) studied the relationship between television, culture and religion. The study revealed that television had promoted culture and religion. The scholar pointed out that the benefits and or harm accruable to each of the entities from one another were dependent on the ability of those who use them to employ them to such ends. The scholar suggested that the society and that the National Broadcasting
Commission (NBC) should employ its telescopic lens when dealing with cultural and religious matters that appear on television, among others.

Emetumah and Emetumah (2015:109) analyzed the impact of television on cultural diffusion in modern times. The study revealed that technological advancement of the television medium had turned the entire world into a global village. The scholars remarked that the cultural influences had both positive and negative impacts on the ethical values of youths in a developing country like Nigeria.

Enli and Syvertsen (2016:112) assessed the role of television in influencing the cultural factors. The study revealed that the impact of convergence and digital intermediaries for television as a medium, industry and political and cultural institution was visible. The scholars pointed out that television had a decisive impact on the culture manufactured by the market forces. The scholars suggested certain measures in the European context, the public service context, the welfare state context and the media ecosystem context.

Apuke and Dogari (2017:19) carried out an investigation on the situations surrounding the relationship between Western television programmes and the cultural values of the Nigerian youth. The study revealed that Nigerian Youth preferred viewing WTP more to indigenous TV programmes and this exerts great influence on their cultural values. The scholars reported that in salvaging the undue influence vented on the cultural values of youth by Western Television Programmes, there is the need for a constant review of the schooling content of the Nigerian education system.

2.4 . Electronic Media and Society

Rajan (1993:301) conducted a study on the social and cultural impact of satellite broadcasting in India. The study revealed that satellite communication provided a cost effective solution for information gathering and dissemination in broadcasting industry. The scholar stated that satellite communication provided culture-specific and socially beneficial television services in India. The scholar suggested that satellite broadcasting should be managed and developed in India as effective instrument of social development in the new millennium.
Marshall et. al. (1994:230) explored the social and cultural impact of satellite broadcasting in the Asia Pacific region. The study revealed that satellite broadcasting had promoted cultural imperialism in Asia Pacific region. The scholars found that the intellectuals were depicted as passive by the broadcasters. The scholars suggested that the Asia Pacific governments should enact progressive broadcasting laws to set things right and facilitate participatory communication and development in the age of globalization.

Sinclair et. al. (1996:338) examined the new patterns in global television. The study revealed that the culture, environment, human rights and other vital aspects of development were neglected by global television channels because of the vested interest of the market forces. The scholars observed that the geo-linguistic regions based communication space in the light of satellite television broadcasts. The scholars suggested that the broadcasters should take into account the cultural differences and produce programmes which benefit the people who represent for many countries.

Neufeld (1997:267) evaluated the impact of electronic media on intellectuals. The study revealed that intellectuals generated their own content and displayed it on the Internet to potentially millions of users by using latest techniques and devices. The scholar remarked that modern electronic media comprise a large, dynamic and high profile industry that is moving the intellectuals in new social, cultural and economic directions.

Melkote et al. (1998:245) investigated the social, political, economic and cultural implications of international satellite broadcasting in South Asia. The study revealed that the satellite television landscape of South Asian countries had changed. The scholars pointed out that private television channels put a lot of pressure on the intellectuals to conform to the norms projected on television without having resources to do so. The scholars cautioned the policy makers not to displace the social development education agenda with the marketing messages which benefitted the market forces since it would lead to social unrest and conflicts in modern society.

Smith (1998:345) studied the role of broadcasting in contemporary society. The study revealed that radio and television found themselves at the forefront of the international battles in the telecommunication and broadcasting sectors. The scholar
remarked that modern electronic media had not played a crucial role in the social and economic development of people across the globe since they were wedded to economic liberalism. The scholar suggested that the airwaves should be utilized by the government and other stakeholders of broadcasting management for the good of all the people.

Anderson and Coate (2000:16) analyzed the market provision of public goods with reference to broadcasting management. The study revealed that the ability of the market to provide broadcasting efficiently in a world in which broadcasters earn revenues by selling time to advertisers. The scholars pointed out that market provided broadcast served the business purpose rather than social purpose in the age of globalization. The scholars also examined as to whether the market performs better under monopoly or competition in modern times.

Kennard (2000:186) assessed the broadcasting in the age of digital revolution. The study revealed that radio was a powerful instrument of education in modern society. The scholar reported that radio broadcasting had undergone remarkable changes on account of technological innovations and applications. The scholar further observed that FM radio was indeed a welcome addition to contemporary broadcasting and suggested that FM radio broadcasting should not be designed to compensate for ‘market failure’.

Johnson (2000:174) carried out an investigation on the role of television in social change with reference to rural India. The study revealed that television had become a powerful medium of communication during the administration of Indira Gandhi. The scholar referred to the popular observations made by others about Nehru as a visionary, Shadhtri as a revisionary and Indira Gandhi as a televisionary. The scholar stated that television had emerged as a prominent medium of development broadcasting in India after the launching of Satellite Instructional Television Experiment.

Hewitt (2001:161) conducted a study on the divide in the digital age. The study revealed that communications media owned by the market forces further widened the gap between the information haves and information have nots in the new millennium. The scholar found that micro-media of communication like community
radio, FM radio, low power television centre, folk media and inter-personal channels played a key role in the development of marginalized sections of society.

Stavitsky and Vanhala (2001:353) explored the role of FM radio in modern society. The study revealed that the low power broadcasting media played a high powered politics because they were control by the market forces. The scholar noted that mass media had become class media which were used as business management and political propaganda tools of the multi-national corporations which controlled the political economy across the globe in the age of globalization. The scholars suggested that low power FM radio stations should play a vital role in the inclusive development of weaker sections of society.

Consumers Union (2002:82) examined the state of cable television industry. The study revealed that cable industry grew out of strong demand for television from intellectuals hungry for entertainment. The forum opined that cable delivery system helped the broadcasters by reaching new intellectuals without stripping the local stations of their intellectuals. The study further noted that the cable industry was especially interested in the revenue potential of new satellite delivered channels.

Syed (2002:359) evaluated the management of FM radio stations in Pakistan. The study revealed that FM radio stations had managed to attract a wide cross section of intellectuals across the country. The scholar stated that modern FM radio stations had thought of a number of innovative ways to hold listeners to their respective channels in the age of competitive broadcasting. The scholar suggested that FM radio stations should increase the development coverage and enlist the active participation of people in the process of development.

Hamilton (2004:151) investigated the challenging conditions of low-power FM radio. The study revealed that FM radio achieved considerable progress through flexibility in programming content presentation, creative explosion and listeners friendly services in modern society. The scholar suggested that FM radio stations should provide adequate current affairs oriented programmes to the listeners on the basis of intellectuals research findings and recommendations.
Siochru (2004:342) studied the social consequences of the globalization of the media. The study revealed that electronic media, telecommunications and Internet were the most influential media of communication in the new era. The scholar found that these media were subjected to centralization of ownership and witnessed the reorganization of hardware, software and content production, and the global redistribution of activities. The scholar suggested that suitable legal, professional and moral measures would prevent the ill effects of globalization on media, culture and environment.

Feek (2005:116) analyzed the moving media in the context of media and development in the new millennium. The study revealed that FM radio had become highly mobile media of communication from participatory communication and development point of view. The scholar noted that FM radio brought about increasing social mobility among the people and served as a mobile university in modern times. The scholar suggested that FM radio should become an effective medium of development communication.

O'Shaughnessy and Stadler (2005:278) assessed the role of media in modern society. The study revealed certain examples and case studies from television, film, advertising, photography, Internet and online journalism which highlighted the commercialization of media in the age of globalization. The scholars suggested that appropriate media laws should be enacted across the globe to check cultural invasion and commercialization of media services in the new millennium.

Hallet (2005:149) carried out an investigation on the expansion of FM sphere across the globe. The study revealed that digital radio had replaced the analog for interoperability, feature enhancement, and easy access. This enables not only broadcast of multiple services from the same transmitter but also broadcast of value-added services on radio. It also saves valuable frequency spectrum and power. The study revealed that digital radio had become a Smart Radio which provided advanced and useful services to the mankind.

Ahlers (2006:03) conducted a study on the relationship between news consumption and new electronic media. The study revealed that there was no migration of consumers from the traditional news media to the online news media in
modern times. The scholar stated that electronic media industry did not face any threat from online media which acted as a compliment for the traditional news media.

Peter et.al. (2007:288) explored the FM revolution in Nigeria. The study revealed that FM radio broadcasting had the capacity to improve the competence of people in all walks of life. The scholars found that FM radio encouraged continuous information exchange that helps reduce social risks and helps people keep a check on power. The scholars further reported that with a rich history in education, health, and development, radio is thus best suited to reaching millions of people in developing nations in modern times.

Levine et. al. (2007:206) examined the electronic media use, reading and academic distractibility in college youth. The study revealed that reading habits had declined while multi tasking had increased among the youth. The scholars noted that the amount of time spent on IMing was considerably high when compared to reading of books. The scholar suggested that a more extensive, standardized measure of academic distractibility would enhance the status of multi-tasking among the youth in modern times.

Gratton and Solberg (2007:139) evaluated the economics of sports broadcasting in America. The study revealed that sports industry primarily depended on broadcast in the new millennium. The scholars pointed out that sports broadcasting generated revenue in Europe and America. The scholars emphasized that sports broadcasting had emerged as a prominent of modern broadcasting. The scholar suggested that sports broadcasting should promote healthy and constructive sports culture and positive sportsmanship among the intellectuals.

Gale (2007:129) investigated the impact of television on American society. The study revealed that American television had broadcast more sex and violence programmes and spread the American popular culture. The scholar opined that American television had posed serious threats to unique local traditions and ways of life in other countries. The scholar suggested that television should be promoted as a means of cultural promotion, social harmony and development of people.
Huesmann (2007:165) studied the impact of violence in television, movies, video games, cell phones, and on the Internet. The study revealed that electronic media contents had increased the risk of violent behavior on the viewer’s part. The scholar remarked that electronic media contents had increased the violent behavior of the young generation in modern times. The scholar suggested that electronic media contents and services should be regulated by suitable broadcasting laws.

Wassan (2008:393) analyzed the role of electronic media in Pakistan. The study revealed that electronic media had educated the people about the social, economic and health issues in modern times. The scholar observed that the government had not created an enabling environment. The scholar suggested that the government should promote private media to educate people on politics, terrorism and other vital issues and concerns.

Buckley (2008:56) assessed the management of FM Radio services which had mushroomed in modern society. The study revealed that FM radio services were expanded in major cities due to the impetus given by the FM policy. The scholar reported that community radio had potential in urban rural areas in the new era. The scholar called upon the policy makers to regulate the services of FM radio stations and facilitate development oriented broadcasting services.

U.S. Department of Health and Human Services (2008:381) carried out an investigation on the impact of electronic media on youth in America. The study revealed that new media exposure among the youth had improved commendably. The study revealed that new media exposure had expanded vocabulary, including instant messaging, blogging and text messaging among the youth. The study identified certain social and educational benefits of new media and cautioned the caregivers and educators to protect the youth from unhealthy exposure to new communication technologies.

Naz (2008:266) conducted a study on the FM radio revolution in Pakistan. The study revealed that FM radio channels covered most of the current affairs and honored the freedom of information and expression of the people. The scholar opined that in future many more FM radio channels would be started in different towns and cities and channels would be provided with maximum communication facilities, guidance
and entertainment to common public. The study observed that the channels would upgrade the taste of low literate and illiterate people of Pakistan.

Gorman and McLean (2009:137) explored the relationship between media and society in the 21st century. The study revealed that serious concerns were raised by the scholars about the professional independence of press and broadcasting media even in democratic societies. The scholars observed that the extension of satellite broadcasting, the rapid growth of the Internet and the emergence of new media changed the media environment and priorities across the globe. The study emphasized that global television broadcasting changed the mindset of people by influencing public opinion which benefitted the dominant powers.

Usain and Ekeanyanwu (2010:384) examined the perceived role of entertainment television in shaping the social behavior of teenagers. The study revealed that television had evolved into a potent force in the transmission of social values and norms in a civilized society. The scholars remarked that there was a significant relationship between teenagers frequency of exposure to entertainment television programmes, and their role in shaping their social behavior. The scholars suggested that parents and teachers should protect the interest of teenagers through proper counseling and guidance.

Keating (2011:184) evaluated the impact of electronic media on children in Ireland. The study revealed that electronic media had impacted the child’s development in varying forms and highlighted the dominant presence of television in households. The scholar pointed out that parents and teachers were anxious about the safety and development of children who were exposed to television. The scholar suggested that television should be used judiciously by the children and other young generation of intellectuals.

Singh and Sandhu (2011:339) investigated the impact of television commercials on people in India. The study revealed that television commercials had increased consumerism in modern times. The scholars reported that television commercials had degraded the women and boosted materialism. The scholars suggested that television commercials should be governed by the broadcasting laws and other stakeholders of public peace and progress.
Malik (2013:222) studied the relationship between the media and militancy with reference to the use of FM radio by Taliban in Swat. The study revealed that Talibanis used the airways under the leadership of Maulana Fazlullah to reach out to the masses on the pirate FM radio. The scholar found that the timings and contents used by the Maulana for broadcasts were carefully chosen to reach the maximum number of people in Afghanistan. The scholar also observed that FM radio was not used systematically to mobilize political forces and action in a democratic way and Taliban movement could not achieve success due to fascist and undemocratic leadership of Fazlullah.

Manjunatha (2013:226) analyzed the impact of electronic media on Indian society. The study revealed that electronic media were reformed technologically and professionally in the age of globalization. The scholar noted that Kannada television news channels had grown amazingly in the study area. The scholar suggested that television news channels should not glorify unhealthy tendencies on the basis of TRP.

Marko Ala-Fossi et.al. (2014:229) assessed the future of FM radio in the context of digitalization. The study revealed that the Digital Multimedia Broadcasting was a multimedia update of the DAB system combined with both new audio and video encoding standards in South Korea. The scholar opined that the new system was known for better performance than any other multimedia broadcasting system in modern times. The scholars suggested that application of new technologies and advanced broadcasting techniques would boost the status of FM broadcasting in the new competitive broadcasting environment.

Niveditha (2015:273) carried out an investigation on the impact of FM radio on society. The study revealed that FM radio had emerged as a popular means of entertainment and advertisement. The scholar pointed out that FM radio was primarily accessible to the urban youth and women and provided infotainment programmes prominently. The scholar suggested that FM radio services should cater to the educational and developmental needs of the intellectuals in modern times.

Tiwari (2016:376) conducted a study on the impact of television reality shows on youth in Indian society. The study revealed that the youth were influenced greatly by the television programmes. The scholar remarked that television reality shows
helped participants to showcase their talents, helped people to earn quick money, provided awareness on current and social issues. The scholar suggested that television reality shows should develop the qualities of talented people.

2.5. Electronic Media and Economy

Bates (1985:32) explored the relationship between economic theory and broadcasting. The study revealed that adequate studies were not conducted on the economics of broadcasting across the globe. The scholar built a simple supply and demand model for the theoretical examination of the impact of economic factors on broadcasting management in modern society. The scholar suggested that the economic impact in broadcast markets should be scientifically examined to enrich the business foundation of broadcasting management in modern society.

Ninan (1995:270) examined the role of television in the socio-economic change in India. The study revealed that television played a prominent role in Indian society as an effective instrument of social change and economic development. The scholar reported that the Government of India liberalized its policies towards television which had promoted national integration and development. The scholar observed that public television in India highlighted the need for social welfare measures including welfare of women and weaker sections.

Dominick et. al. (1996:99) evaluated the economics of broadcasting/cable industry in modern society. The study revealed that the entry of foreign companies changed the profile of broadcasting industry in the age of economic liberalization and foreign direct investment. The scholar stated that television attracted the largest volume of advertising revenue across the globe and the subject of commercialization of television broadcasting attracted the attention of media scholars and critics.

Franck (1998:122) investigated the fight for micro radio centers in modern society. The study revealed that privatization of FM radio brought about a new era of commercialization of broadcasting services. The scholar found that FM radio had the capacity to educate and mobilize the masses at the grassroots level for various developmental endeavors. The scholar suggested that the structure and contents of FM
radio stations should be reformed to provide people–friendly micro level broadcasting services.

Janowick, Sheth and Saghafi (1998:170) studied the communications in the next millennium in the light of globalization of economy and media. The study revealed that the satellite industry including radio and television delivery systems earned maximum income through advertising management since the satellite signals covered huge geographical areas. The scholar noted that radio and television production had changed their production techniques due to technological innovations and achieved cross-ownership of media since it encouraged the owners of one medium to use both its technology and content in another medium.

Parsons and Frieden (1998:281) analyzed the cable and satellite television industries in the new era. The study revealed that the cable industry created a marketing environment which is dominated by transnational corporations. The scholars opined that those corporations had become prominent media providers and even non-media properties. The study revealed that the new television networks also attracted the customers by offering an alternative to cable and enticed younger adults who started their own households to satellite delivery.

Chalaby and Segell (1999:66) assessed the advent of digital television in the age of globalization. The study revealed that the process of digitization had far reaching implications for the broadcasting field. The scholars observed that the digitization increased the sources of uncertainties and the level of risks for the expanding number of players involved in broadcasting. The scholars emphasized that the technological mastery increasingly tended to rest in the hands of commercial firms and digital broadcasting furthered the commercialism of television.

Brosius and Butcher (1999:50) carried out an investigation on the audio-visual media in India which failed to meet the developmental needs of the people. The study revealed that audio-visual media were used as instruments of propaganda and profit making by the market forces in the new era. The scholar suggested that audio-visual media in India should redefine the concept of broadcasting and provide healthy education, entertainment and advertisement to the people as a matter of corporate social responsibility.
Albiniak (2000:08) conducted a study on the style of functioning of modern FM radio stations. The study revealed that FM radio stations posed serious challenges to public broadcasting institutions in modern times. The scholar observed that FM radio industry had further growth opportunities in the new millennium. The scholar suggested that FM radio industry should collaborate and implement a measurement system that supports the growth of the industry on the basis of sound ethical and professional considerations.

Hendy (2000:159) explored the political economy of radio in the digital age. The study revealed that FM radio faced tough competition from the web radio which mainly catered to the niche intellectuals that were not satisfied with film songs played by most modern FM radio stations. The scholar remarked that FM radio stations were controlled by the market forces who were guided by the business considerations. The scholar suggested that FM radio stations should change their profile and performance to live up to the expectations of the intellectuals.

Hendy (2000:158) examined the radio in the global age. The study revealed that the revenue growth in FM radio was driven by launch of new stations in the big cities, retention of key sales trends, and client relationships and extensive focus on events and activations to give more practical solutions. The scholar pointed out that FM radio had better growth opportunities in the new millennium with the increase of media literacy and economic status of people across the globe. The scholar suggested that FM radio stations should be guided by the service motives rather than profit motives to survive the testing times in the age of web communication.

French and Richers (2000:124) evaluated the role of television in contemporary Asia. The study revealed that television had become the most influential and profit-oriented medium of mass communication. The scholars reported that television was used by the owners and controllers as the medium of propaganda and advertising in the new millennium. The study emphasized that television also broadcast services which were directed at making money, name and fame in modern society.

Gabszeqicz et. al. (2001:127) investigated the television broadcasting competition and advertising. The study revealed that advertising ceilings would lead
stations to choose more similar programming. The scholars found that television stations gave prominence to commercial broadcasting rather than educational and developmental broadcasting because of the profit motive. The scholars suggested that broadcasting services should cater to the developmental needs of the intellectuals in modern times.

Melkote and Rao (2001:246) studied the issues in mass communication in India. The study revealed that liberalization of economy was mainly responsible for the emergence of liberal attitude of the media in the new era. The scholars opined that global conglomerates in broadcasting had shown keen interest in Indian market. The study confirmed that the process of globalization had a decisive impact on Indian media which had encountered hyper competition over a period of time.

Radio Communications Agency (2001:299) analyzed the economic impact of radio in modern times. The study revealed that radio broadcasting earned income through advertisements. The study pointed out that FM radio stations had emerged as effective sources of broadcasting in modern times. The study emphasized that radio broadcasting regained its power and popularity and earned sizable income through commercial broadcasting services.

Jjuuko (2002:173) assessed the commercialization of FM radio in Uganda. The study revealed that FM radio industry had registered a robust growth of around 25 percent in the study area and generated considerable advertising revenue. The scholar remarked that FM radio stations were managed on the basis of business considerations. The scholar suggested that the stakeholders of FM radio should think out of the box to attract listeners.

Withers (2002:402) carried out an investigation on the economics and regulation of broadcasting in modern times. The study revealed that broadcasting sector was linked to the digital revolution in technology at the core of the new global knowledge economy. The scholar reported that the economics of broadcasting focused on the nature of broadcasting markets and the nature government involvement in those markets. The scholar suggested that government should intervene for the value based and people oriented broadcasting management in the age of globalization.
Sterling and Kittross (2002:355) conducted a study on the economics of American broadcasting. The study revealed that America promoted broadcasting industry on the basis of technological innovations and business considerations. The scholars found that America had emerged as a prominent media power in the world since broadcasting was considered as a prominent business. The scholars noted that the cost of advertising had become more competitive due to the consolidation of broadcasting industry by the market forces.

Anderson and Coate (2003:15) explored the market provision of broadcasting from a welfare point of view. The study revealed that the advertising dominated the broadcasting management in modern times. The scholars noted that the advertising levels would be too low or too high, depending on the nuisance cost to viewers, the substitutability of programs, and the expected benefits to advertisers from contacting viewers. The scholars emphasized that monopoly ownership might produce higher social surplus than competitive ownership and the ability to price programming may reduce social surplus.

Kohlschein (2004:190) examined the economic distortion caused by public funding of broadcasting in Europe. The study revealed that in the European broadcasting markets, commercial television stations competed with broadcasters that received public funds. The scholar observed that the welfare implications of state funding of broadcasting were not considered seriously in the age of globalization. The scholar suggested that public service broadcasting institutions should be guided by welfare motives rather than commercial motives in modern times.

Hedges (2005:157) evaluated the FM radio in modern times. The study revealed that the FM radio broadcast business had been buoyant over recent years. The scholar opined that planning, scheduling, and executing the broadcast of live events were important elements of outside broadcast. The scholar also noted that FM radio stations fulfilled the demand of global listenership and provided need customized contents to their own target intellectuals with coverage of specific events.

BBC Trust (2008:33) investigated the economic impact of the British Broadcasting Corporation, on the broadcasting sector of United Kingdom. The study revealed that broadcasting sector had become an important component of economy in
England. The study reported that BBC enjoyed financial and professional stability and security in modern times. The study emphasized that BBC had played a leading role in promoting early adoption of new technologies and platforms such as digital television.

Kumar and Schechner (2009:198) studied the diversity of ownership in electronic media properties. The study revealed that educator and others were free to use copyrighted material without getting permission or paying a fee for non-commercial purposes. The scholars stated that the courts had examined the legal and ethical issues in the light of the First Amendment approach to the non-regulation of media.

Coase (2009:80) analyzed the economics of broadcasting and government policy in America. The study revealed that the electronic media earned income mainly through commercial broadcasting in modern times. The scholar found that broadcasting services were primarily governed by the economic considerations rather than educational and development considerations in the age of globalization. The scholar suggested that broadcasters should be motivated by professional considerations including social responsibility in the age of globalization.

Semuels (2009:326) assessed the television advertising which is considered as the most persuasive advertising medium in modern society. The study revealed that the combination of audio and visual components captured the viewer’s attention more so than other media. The scholar noted that television channels broadcast the commercial advertising programmes which aimed at upfront market, the scatter market and the opportunistic market. The study indicated that modern companies resorted to product placement which is a subtle but effective way of exposing viewers to goods and services, often without their conscious knowledge.

Warner (2009:392) carried out an investigation on the media advertising management. The study revealed that television earned maximum advertising revenue because of its high exposure, mass appeal, persuasive quality and other advantages. The scholar observed that the broadcast television advertising opportunities were also minimized by the emergence of cable industry and online media of advertising. The
study revealed that no medium of communication is as interactive as the Internet and the banner advertising had become the most common form of online advertisements.

Shrimoyee, Chakraborty (2012:335) conducted a study on the impact of social media on broadcast media in modern society. The study revealed that social media had emerged as most effective sources of broadcasting journalism. The scholar opined that social media provided round the clock access to the professional broadcasters and enabled them to facilitate social mobilization and professional mobilization in the field of broadcasting management.

Guru and Mariswamy (2014:146) explored the communication policy in the age of globalization in India. The study revealed that the broadcasters had used certain hybrid models which govern the economics of radio. The scholars remarked that in the urban areas FM stations were more popular through infotainment, edutainment and advertisement programmes which appealed to the young generation of intellectuals. The scholars suggested that FM radio stations should be managed on the basis of strict government regulations, reasonable restrictions and corporate social responsibility in modern India.

Yousuf (2015:413) examined the impact of electronic media on economic development. The study revealed that the electronic media had caused isolation among the people due to excessive use. The scholar pointed out that the electronic media had also changed the lifestyles and behavioral patterns of the people in the age of commercialization of electronic media. The scholar suggested that electronic media should be controlled by the government in order to protect public interest.

Albarran (2016:07) evaluated the management of electronic and digital media in modern times. The study revealed that media conglomerates had emerged in the age of globalization and converted electronic media into tools of business promotion. The scholar reported that electronic media had become profit oriented channels of communication and affected the culture and economy considerably. The scholar suggested that electronic media should be governed by certain ethical and legal norms and guidelines.
Slama (2017:343) investigated the impact of digital media on the economy of Indonesia. The study revealed that electronic media had transformed the economy and culture in modern times. The scholar stated that the Islamic preacher economy was affected by the recent broader trends and developments which brought about greater sensitivity to the needs and worries of Indonesian middle-class Muslims.

2.6. Electronic Media and Politics

Manonmani (1997:227) studied the national broadcasting policy for development in India. The study revealed that India had emerged as a prominent broadcasting power in the world. The scholar found that several committees examined the importance of autonomy and social responsibility of broadcasting media in India. The scholar suggested that a well defined broadcasting policy would enable the radio and television channels to function in accordance with the professional norms, constitutional aspirations and social responsibility in India.

MCDowell (1997:237) analyzed the media policy choice in the new era in India. The study revealed that more channels, cable television distribution regulation, together with some programming changes highlighted the Government of India’s response and policy choices in 1990s. The scholar opined that television programmes specifically targeted at Indian intellectuals were primarily beamed from foreign satellites. The scholar suggested that the Government of India should examine the threats of private television channels to Indian culture, broadcasting and progress and design appropriate legal mechanisms to safeguard public interest.

Noronha (1999:275) assessed the democratization of air waves in India. The study revealed that the Supreme Court order and new government policy on media facilitated democratization of air waves in modern times. The scholar observed that FM radio and web radio had emerged as community-friendly means of education and development in modern society. The scholar suggested that public-private partnership would boost the status of FM radio broadcasting in India.

McChesney (1999:235) carried out an investigation on the role of media in democracy. The study revealed that media had become a significant anti-democratic force in the United States in the era of economic liberalization. The scholar opined
that the major beneficiaries of the so-called Information Age are wealthy investors, advertisers, and a handful of enormous media, computer, and telecommunications corporations. The scholar also noted that market forces had diluted the media autonomy and social responsibility which resulted in setback to democracy across the globe.

Ram (2000:302) conducted a study on the emergence of great Indian media bazaar. The study revealed that the new media including FM radio broadcasting could play a substantive role in the formation of public opinion in Indian society and in shaping public policy on major social, political and economic issues. The scholar remarked that vital public issues such as mass hunger, deprivation and exploitative tendencies were not adequately covered by the news media in India. The scholar suggested that watchdogism of media would improve the government or reform the system in modern India.

Chomsky and Herman (2000:76) explored the political economy of the media. The study revealed that market forces used the media to manufacture the consent of the people in favor of their ideologies, products and services. The scholars reported that media institutions did not function as the voice of the people and larger media conglomerates controlled the major means of information, communication and distribution across the world.

Daloz et. al. (2000:90) examined the relationship between radio pluralism and political change in Zambia. The study revealed that radio industry had been transformed in the modern society in terms of ownership and services. The scholars stated that radio programmes provided highly diversified contents to the intellectuals. The scholars suggested that FM radio should concentrate on achieving the goals of social transformation, political change and economic development in a developing country like Zambia.

Hukill et. al. (2000:166) evaluated the policy chambers in India after the electronic communication convergence in the new era. The study revealed that several organizations outside the government exerted influence on government policy to safeguard their interest. The scholar found that several institutions like parliament, executive, planning commission, national development council, political parties,
pressure groups, intellectuals, activists and others influenced the policy making process in India.

Hendy (2000:158) investigated the political economy of radio in the digital age. The study revealed that radio had offered fresh, up-to-date and wide-ranging services to the mankind in the age of globalization. The scholar noted that Internet, digitalization and globalization had an impact on the political-economy of radio. The scholar provided a new emphasis on the links between music and radio, the impact of formatting, and the broader cultural roles the medium plays in constructing identities and nurturing musical tastes.

Veermani (2000:385) studied the communication policy for the 21st century in India. The study revealed that successive national governments had ignored the issue of national communication policy for reasons best known to them. The scholar observed that several committees examined the various aspects of communication policy in India and suggested suitable actions for the formulation of national communication policy and media autonomy. The scholar suggested that mass media in India should be enabled to function independently and responsibly on the basis of constitutional norms, ethical considerations and professional obligations.

Kothari (2001:192) analyzed the power, knowledge and social control in participatory development in India. The study revealed that the people of India did not enjoy the benefits of participatory communication and development even after several decades of national independence. The scholar suggested that media in India including FM radio broadcasting should sensitize the various stakeholders of development to play a vital role in facilitating distributive justice and development in all walks of life.

Rajagopal (2001:300) assessed the politics after television in the context of Hindu nationalism in India. The study revealed that the complexion of Indian politics was irreversibly changed after the broadcasting of Hindu mythological stories. The scholar opined that Hindu nationalist leaders embraced the prospects of neo-liberalism and globalization. The study highlighted that television symbolized the new possibilities of politics, at once more inclusive and authoritarian.
Price and Verhulst (2001:294) carried out an investigation on the broadcasting reform in India from a global perspective. The study revealed that broadcasting reform was carried out in India systematically in the post-independence era. The scholars remarked that broadcasting management had taken a different turn in India in the age of globalization. The scholars suggested that broadcasting media should be given the freedom of speech and expression in order to facilitate public opinion formation on vital issues relating to democracy and development.

Prasad (2002:292) conducted a study on the media policy in India. The study revealed that media institutions functioned in an irresponsible manner in a pluralistic society like India. The minister also pointed out that media institutions functioned against the interest of the country economically, professionally and otherwise because of the dominant powers which controlled the media. He suggested that a national media policy should be formulated at this juncture to prevent certain unhealthy, unethical and anti-national practices in India.

Baker (2002:27) explored the correlation between media, markets and democracy in the age of globalization. The study revealed that the media owners encouraged the deregulation which diluted the professional ethics and democratic culture of media. The scholar used certain economic and democratic theories to examine the process of media management by the dominant powers. The scholar called upon the stakeholders of media management to ensure proper broadcasting initiatives to protect the freedom and responsibility of media in modern times.

Flew (2002:120) examined the relationship between broadcasting and social contract in the age of globalization. The study revealed that changes in technology changed the way media policy is formulated across the globe. The scholar reported that technological changes practically diminished the influence of traditional media and brought about a protectionist regime that has characterized broadcasting policy in the world. The scholar suggested that broadcasting services should be delivered on the basis of well defined principles and practices in order to protect democracy, culture and people.
Tomlinson (2002:377) evaluated the media imperialism in the new era. The study revealed that television soap operas had world wide appeal of American culture and demonstrated absolute media imperialism. The scholar stated that television broadcasting services were greatly influenced by the American aspirations and highlighted the universal feelings which transcend the national cultures.

Falk (2004:113) investigated the entertainment industry which had proven as mighty, profitable and enduring in the world. The study revealed that the hegemony of America had disappeared due to artistic and technological achievements made in Europe, Asia and other parts of the world. The scholar found that the film industry was controlled by the movie moguls and multinational corporations which were profit oriented institutions. The scholar also pointed out that a single film or franchise could gross over a billion dollars in global profits due to box office economics.

Kuhn (2005:195) studied the impact of broadcasting on politics in Western Europe. The study revealed that the rational behind the development of cable and satellite was clearly industrial. The scholar noted that third world countries were affected by the dominant powers in Europe and America by the revolutionary technological changes in the field of broadcasting management. The scholar suggested that broadcasting media should not become instruments of commercial broadcasting and political propaganda in the age of globalization.

Sanders and Norris (2005:318) analyzed the impact of political advertising in the 2001 UK general election. The study revealed that television was actively used as a means of political campaign. The scholar opined that political broadcasting was accessible to a great majority of intellectuals who were impacted considerably. The scholars also noted that there were contexts in which negative campaigning was explicitly counter productive and created sympathy for the target of the attack.

Gupta (2005:143) assessed the media freedom and responsibility in the post, liberalization era in India. The study revealed that Indian news media emerged as the largest in the world. The scholar remarked that Right to Information Act, 2005 created a large number of activists in Indian society and media sectors. The scholar suggested
that electronic media should broadcast programmes which would strengthen the foundations of democracy and promote social accountability of media.

Kivikuru (2006:188) carried out an investigation on the role of FM radio in the service of democracy in South Africa and Namibia. The study revealed that FM radio primarily served as a tool of business propaganda rather than an effective instrument of political economy. The scholar argued that FM radio was not the voice of the people in modern society. The scholar suggested that FM radio should function as the primary source of public instruction in modern society.

Ravi (2007:308) conducted a study on the constitutional and legal framework of media freedom in India and issues of accountability and social responsibility. The study revealed that the Indian news media was admired by the world because of their freedom, space, stability, and security derived from history, constitutional protection, the workings of a democratic political system, and their own rapid growth and expansion over the past quarter-century. The scholar pointed out that these advantages were offset to a considerable extent by an illiberal framework of laws, dating back to the British Raj, which cover criminal and civil defamation, contempt of court, legislative privilege, official secrecy, national security, and incitement to offences – and had a chilling effect on freedom of expression.

Terry (2007:366) explored the relationship between the media and politics. The study revealed that globalization and communication were deeply intertwined. The scholar found that there was no globalization without communication flow and support across the globe. The scholar reported that media had a central role in the process of globalization due to emergence of media corporations, development of global communication infrastructural facilities and global media initiatives in the world. The scholar suggested that local initiatives and corrective measures would protect the national interest in the new era.

Berger (2008:37) examined the relationship between politics and broadcasting in the age of globalization. The study revealed that market forces prevented the broadcasting institutions from remaining responsive to all lobbies and complaints due to certain compulsions. The scholar suggested that broadcasting reforms should be
undertaken by the government agencies in order to protect culture, environment, professional ethics and corporate social responsibility in modern times.

Wayne and Murray (2009:395) evaluated the hierarchical coverage of politics by UK television news. The study revealed that there was a rigidly structured hierarchy of political access and focus. The scholars also provided a framing analysis of TV news both during and after an election campaign period, and found a skew towards `horse race' and personalization coverage which both outweigh `policy' issues. The scholars pointed out that television news was characterized by a hybrid of hierarchical and exclusive coverage of politics, combined with a narrowly expressed `cynicism' or populist antagonism towards politics that is personalized and anti-systemic in its focus.

Ramakhula (2009:304) investigated the role of the private radio stations in promoting participatory democracy in Lesotho. The study revealed the current situation of the role of radio in the country, including levels of rural development programming and community participation. According to the study, the researcher has tried to establish if liberalization of the airwaves in particular has a significant impact on the democratization process in the country. The study, therefore, concludes that the emergence of the private radio stations in Lesotho has increased community participation in political and current affairs.

Sterling and Huyer (2010:356) studied the power shifts and participatory spaces. The study revealed that community radio, enhanced with modest interactivity functionality, offered women an effective opportunity to be heard in similar communities served by community radio. The scholars opined that FM radio had the potential to ensure the personal empowerment and social capital related to information and communications technology (ICT). The scholars suggested that FM radio stations should adopt technology and development strategies by encouraging technologists and social scientists to focus efforts and attention on the multiple locations, opportunities and manifestations of women’s empowerment as a core implementation and assessment goal.
Petkova (2011:289) analyzed the recent developments in the relationship between media and politics based on representations on Bulgarian television. The scholar focused on the national terrestrial television channels which influenced the attitude of the people in modern times and attracted consumer interest. The scholar reported that the structure of news programmes and the characteristics of each news story were not aimed at provoking a public-spirited position and citizen participation.

Alan and Zanetis (2012:04) assessed the impact of broadcast and streaming video in education in the new millennium. The study revealed that the first decade of the 21st century was marked by rapid change, market interdependencies, environmental awareness, social cohesion, and the rise of young generations as key influencers of global change at the political, economic and social levels. The scholars found that the Internet and technological inventions of this period served as fuel and catalyst for these events, but also contributed massively to radical changes in traditional approaches to the fields of research, science, and education in contemporary broadcasting management.

O’Mahen (2013:277) carried out an investigation on the impact of government broadcasting subsidies on political knowledge and participation in modern times. The study revealed that the industrialized democracies were responsible for the expansion of broadcasting industry across the globe. The scholar found that the clash of interest between the market forces and public broadcasters caused the steady decline of public broadcasting’s positive influence in a continuously fragmenting media universe. The scholar suggested that public broadcasters should inject the values of public service, non-profit broadcasting in an increasingly competitive, privately oriented for-profit media world.

Parvatiyar (2014:283) conducted a study on the role of media in Indian politics. The study revealed that electronic media and social media had played an important role in politics and contributed significantly towards public opinion formation. The scholar noted that the independent electronic media had an effective check on government’s power and influence over its citizens. The scholar suggested that television and radio networks should be controlled through suitable legislations in order to make broadcast media remain objective and responsible.
Prerna (2015:293) explored the role of social media in the transformation of Indian politics. The study revealed that social media had gained an upper hand over conventional electronic media, mammoth rallies and advertising. The scholar observed that social media had brought about a new cusp of media democratization in the age of liberalization and privatization of media. The scholar suggested that media should become public space for better public deliberations on political issues and concerns.

Schroeder (2016:324) examined the role of digital media in political change in modern times. The study revealed that the digital media like Twitter, Facebook and other new media had played a vital role in the agenda setting and gate keeping mechanisms. The scholar developed a framework for understanding digital media which highlights how they extend and diversify the public sphere.

Velasquez and Rojas (2017:386) evaluated the role of communication competence in political expression in modern times. The study revealed that the use of social media sites had increased the political expression and added a new layer to the study of political communication. The scholars remarked that the understanding of social media political expression was crucial. The scholars suggested that social media communication competence should be increased to facilitate better political discussion.

2.7. Globalization and Electronic Media

Carroll and Gillen (1987:62) investigated the relationship between classical management functions and electronic media. The study revealed that classical management experts like Chester Barnard, Henri Fayol and others specified the management functions which assumed practical significance from media management point of view. The scholar opined that several studies emphasized the relevance of classical management functions in the modern times.

Kanter (1989:179) studied the new managerial work which applied to the management of modern media of communication. The study revealed that acquisitions and divestitures, reductions in personnel and levels of hierarchy and an increased use of performance based rewards results in a new managerial work
environment in media institutions. The scholar emphasized the application of management principles and practices in modern media institutions.

Scannel and Cardiff (1989:321) analyzed the changing profile of broadcasting in the age of economic liberalization. The study revealed that broadcasting had begun in the world as an instrument of public service on the basis of sound ethical considerations and historical perspectives. The scholars opined that British Broadcasting Corporation succeeded in popularizing the beneficial effects of British cultural practices among the intellectuals through adoption of creative and humanistic approaches.

Sengupta (1996:328) assessed the management of Prasar Bharati Corporation, an autonomous broadcasting corporation of India. The committee submitted its report in 1996 and suggested that the creation of Radio and Television Authority of India should not be a part of PBC. The committee suggested that the authority would look into the licensing of radio and television channels, prescribing programming standards, monitoring public opinion about the programmes, determining the quantum of commercial broadcasting and adjudicating the omissions and commissions.

Atkinson and Raboy (1997:22) carried out an investigation on the challenges of public service broadcasting. The study revealed that communication researchers, specialists, managers and other stakeholders of broadcasting management were confronted with the interplay of technical, commercial and political factors that affected broadcasting management in modern times. The scholars remarked that the professional broadcasters and policy makers struggled hard to maintain and strengthen the legitimacy against the dictates of solely market driven logic of contemporary broadcasting management.

Ninan (1998:271) conducted a study on the history of Indian broadcasting reform. The study revealed that the impetus governing broadcasting philosophy and practices were rooted in fundamental democratic principles enshrined in the Constitution of India. The scholar pointed out that the Broadcasting Bill, 1997 reflected the development imperatives, fears of alien cultural imperialism and public interest.
Sinha (1998:341) explored the impact of globalization on public service broadcasting in India. The study revealed that the new era of economic liberalization had opened the door to foreign direct investment in India. The scholar observed that commercialism had endangered the traditional ideals of public service broadcasting in India. The scholar concluded that television had become a carrier of commercially sponsored and privately produced broadcasting programmes in India.

Ghosh (1998:133) examined the trends in Indian media and prospects for broadcasting reform. The study revealed that the broadcasting policy environment would restrict market development through heavy handed licensing and other constraints. The scholar reported that the government had restricted the right to freedom of expression by creating broadcasting monopoly in India. The scholar suggested that the policy makers should address the issues of multimedia services, new technologies and integration of communications media while formulating broadcasting policy in India.

Templeton (1998:365) evaluated the human rights perspective in the broadcasting bill debate in India. The study revealed that policy makers and activists had not given a serious thought to human rights dimension while enacting the bill. The scholar found that broadcasting freedom was instrumentally important to the other goals of civil and political rights in India. The scholar emphasized the need for a sophisticated human rights perspective on the broadcasting bill.

Prosser (1998:298) investigated the British perspective on structuring the Indian Broadcasting Regulatory Authority. The study revealed that the model included in the broadcasting was heavily influenced by the British experience. The study revealed that the independent broadcasting authority in India should ensure adequate regulatory procedures to enhance the public accountability of broadcasting.

Gunasekera and Paul (1998:141) studied the emergence of television as a medium of infotainment in India and other Asian countries. The study revealed that the number of television sets had remarkably increased and portrayed the western cultural ethos in the Asian countries. The scholars suggested that television programmes should focus more on educational and economic progress of the people who were not active participants in the process of national mainstream.
Walker and Ferguson (1998:389) analyzed the broadcast television industry. The study revealed that the broadcast television industry enabled the broadcasters to communicate with a huge number of people almost simultaneously. The scholars noted that electronic media could had cognitive, emotional and behavioral effects on the intellectuals, influencing and changing people’s lives. The scholars also referred to the numerous trends that had changed the electronic media industry including convergence and consolidation of media by the market forces.

Tracey (1998:378) assessed the decline and fall of public service broadcasting in the age of economic liberalization. The study revealed that public broadcasting was assaulted politically, ideologically, technologically and culturally over a period of time due to the ownership of broadcasting media by the market forces across the globe. The scholar opined that public service broadcasting is a vital and democratically significant institution in modern world. The study revealed that the stakeholders of broadcasting management have failed to safeguard public service broadcasting since the dominant powers had polluted politics and media sectors.

Pringle et.al. (1999:297) carried out an investigation on the electronic media management in modern times. The study revealed that the rapidity with which advances occur quickly renders obsolete traditional methods of doing things. The scholars observed that television viewing had increased commendably across the world and decision makers faced the challenging times in coping with the possible implications of technological advancements and business considerations.

Littlefied (1999:212) conducted a study on the role of television in modern era. The study revealed that television and Internet facilitated international news coverage and connectivity because of their inherent power of communication. The scholar opined that television and Internet played a major role in achieving the goal of modernization in the new era. The scholar suggested that media ethics and professional accountability should be promoted to minimize the ill effects of television and Internet in the modern times.

Thussu (1999:372) explored the impact of globalization on broadcasting in India. The study revealed that many satellite channels in India were influenced by the western communication model. The scholar observed that Indian television services
were expanded outside the country due to increased emphasis on infotainment and edutainment programmes. The scholar suggested that blind copying of western broadcasting design would not benefit the people of India.

Graham (1999:138) examined the broadcasting policy in the multimedia age. The study revealed that broadcasting policies were formulated with a view to foster national cultural heritage and achieve the objectives of national development. The scholar pointed out that private broadcasting organizations produced programmes that served non-economic by broadcasting commercial programmes which benefited the market forces. The scholar suggested that television broadcasting services should be delivered on the basis of corporate social responsibility in the modern times.

Starowicz (2000:352) evaluated the media shift in the new millennium. The study revealed that broadcasting technologies and strategies had considerably changed over a period of time due to active participation of private business organizations. The scholar remarked that media conglomeration had facilitated greater access to information and communication resources and services. The scholar suggested that broadcasting policy makers and professionals should primarily deal with the programming, organization, accountability and evaluation of public broadcasting.

Ninan (2000:272) investigated the Indian broadcasting system and reforms. The study revealed that broadcasting reform had evolved over the years not just through laws but also through reports of committees appointed by government from time to time. The scholars referred to Chanda committee, Verghese committee, Parthasarathy committee and other committees which looked into the autonomy of broadcasting media in India. The study indicated that All India Radio and Doordarshan enjoyed the functional autonomy coupled with accountability to parliament and people.

Price and Verhulst (2000:294) studied the broadcasting reform in India. The study revealed that the structure of the radio and television broadcasting was drastically changed when the Supreme Court observed that airwaves were the monopoly of none. The scholars reported that several committees emphasized the need for autonomy for radio and television and played a key role in the establishment of Prasar Bharati Corporation in 1997. The scholars observed that satellite television
broadcasting had undergone a sea change and the government formulated guidelines for down linking of channels that were uplinked from outside India.

Price and Verhulst (2001:295) analyzed the need for reforming broadcasting in India from a global perspective. The study revealed that India had used certain foreign models because of the current stage of technological and economic development in broadcasting. The scholars found that Indian broadcasting industry was not reformed on the basis of cross-service restrictions in Europe and America. The scholars suggested that Indian Government should prescribe mandatory uplinking in India for events originating in India.

Hilliard and Keith (2001:163) assessed a study on the growth and development of broadcasting in the 20th century. The study revealed that electronic media had emerged as the most effective and popular channels of mass communication across the globe. The scholars noted that in the age of globalization electronic media were managed and controlled by the market forces prominently. The scholars suggested that public broadcasting services should concentrate on educational and development broadcasting services on the basis of professional ethics and social responsibility.

Page and Crawley (2001:279) carried out an investigation on the transformation of broadcasting in South Asia brought out by the arrival of new satellite channels during the 1990s. The study revealed that broadcasting institutions had become effective channels of communication due to technological changes and applications. The scholars emphasized that satellite television channels had played a crucial role in the expansion of broadcasting media which represented the cultural and economic globalization.

Mahmood (2001:219) conducted a study on the electronic media policy and practices in South Asia. The study revealed that the use of electronic communication was an integral part of national development in modern times. The scholar noted that broadcasting media policies were formulated in accordance with the constitutional aspirations and ethics of broadcasting in the South Asian countries. The scholar suggested that market forces should not sit on the driver's seat from broadcasting media management point of view in order to safeguard public interest and professional ethics.
Servaes and Lie (2002:329) explored the media globalization through localization. The study revealed that the digitalization and convergence of both old and new information and communication technologies had changed the direction of broadcasting media services across the globe. The scholars observed that in the age of globalization the media convergence had blurred the distinctions between the global and the local broadcasting boundaries. The scholars suggested that broadcasting services should be delivered on the basis of professional and corporate responsibility.

Vipond and Jackson (2002:388) examined the public – private tension in broadcasting in Canada in the age of globalization. The study revealed that cross-media convergence reduced the variety of voices expected from an open broadcasting system (public and private alike). The scholars opined that the national and regional public broadcasting units carried the principal responsibility for ensuring a multiplicity of voices. The scholars concluded that the convergence within specific media platforms, across media platforms and across modes of delivery had reduced the sheer number of independent and competitive players in the broadcasting market.

Kekeli (2004:185) evaluated the international flow of programmes on Ghana Television. The study revealed that television in Ghana had transitioned from the role of development to that of reflecting the global and local phenomena in the age of globalization. The scholar remarked that most of the programmes came from Europe and America and promoted cultural hegemony and western lifestyles.

Whitemore (2004:398) investigated the satellite radio in the new era. The study revealed that FM intellectuals was larger than AM intellectuals since it reinvented itself with innovative programmes. The scholar observed that radio stations had begun the exercise of maximizing the potential of Internet and particularly wireless connections to the network since the issue of portability faded away over a period of time. The study emphasized that radio syndication had also contributed to radio’s sameness across markets in the new millennium.

Thussu (2005:373) studied the transnationalization of television in India. The study revealed that global media magnate Rupert Murdoch had played a crucial role in the exponential growth of the Indian television market. The scholar reported that the success of the Star network in India reflected market driven strategies, which
include the skilful localization of content. The scholar suggested understanding the implications of transnationalization of television in a developing country like India and facilitating responsible broadcasting management in the age of globalization.

Pringle and Starr (2006:296) analyzed the electronic media management in the new millennium. The study revealed that television viewing had increased commendably on account of mushrooming growth and variety of video distribution methods. The scholars have also provided a new perspective to the prospective managers to handle the complexities that characterize the contemporary electronic media environment. The scholars have suggested that electronic media should provide multi-faceted services to the mankind and facilitate progress in all walks of life.

Jakubowicz (2007:169) assessed the public service broadcasting in the age of globalization. The study revealed that hundreds of competing broadcasting channels had come into existence across the world in the age of globalization. The scholar stated that the BBC had established its reputation as one of Britain’s foremost national brands. The study emphasized that the status of public service broadcasting was affected by the rapidly changing media landscape. The scholar suggested that public service broadcasting should retain its basic characteristics and change very significantly by developing a new relationship with their intellectualss.

Buckley (2008:56) carried out an investigation on the management of FM Radio services which had mushroomed in modern society. The study revealed that the government did not allow the FM stations to broadcast the news. The scholar found that community radio had potential in urban rural areas in the new era. The scholar called upon the policy makers to regulate the services of FM radio stations and facilitate development oriented broadcasting services.

Chakravarthy (2009:63) conducted a study on the changing trends in public broadcasting in India. The study revealed that the broadcasting environment underwent revolutionary changes in the age of globalization. The scholar opined that the new environment of media diversity reshaped the traditional notion of broadcasting on account of the remarkable growth of multinational media industry and stronger competition for intellectualss in India. The scholar suggested that public broadcasters should adopt new regulatory frameworks in order to fulfill their mission in new ways by adding more value to professional ethics and social responsibility.
Thussu (2009:374) explored the contents and effects of Star TV in India. The study revealed that Murdoch’s channels unashamedly promoted the values of free-market capitalism in the age of globalization. The scholar observed that the opportunities provided by the new communication technologies, coupled with substantial foreign investment in news and the professionalism that globalization has brought to India were wasted. The study emphasized that networks such as Star News propagated dominant neoliberal ideology and helped to legitimize a media market place in India and other developing nations.

Tassel and Howfield (2010:361) examined the management of electronic media in terms of making, marketing and moving. The study revealed that three media business models such as sell retail, sell tickets and sell advertisements dominated the media management in the past. The scholars remarked that in modern times managers mix and matches the business models to maximize their chances of success and profits. The scholars emphasized that the ways media enterprises now market, sell and deliver content require much more complex business strategies than were needed in the past.

Medoff and Kaye (2011:241) evaluated the electronic media management across the globe and authored a book which provides a link between the traditional world of broadcasting and the contemporary universe of digital electronic media. The scholars also examined the ownership and operation of the various types of delivery systems in the new era and covered the regulation of the electronic media industry along with the legal and ethical issues faced by the professionals.

Brevini (2013:49) investigated online public service broadcasting in Europe. The study revealed that online broadcasting services were influenced by the political economy and institutional traditions of Europe. The scholar reported that European framework and commercial pressure from rival competitors molded the broadcasting policies. The scholar concluded that the development of institutional and national policies on PSB online was essentially framed by each national context in the age of globalization in Europe.
Albarran (2013:06) studied the management of electronic and digital media. The study revealed that electronic media continue to occupy an important place in society through the dissemination of information and entertainment, despite the growth of new technologies. The scholar stated that electronic media managers strived for balancing the needs of marketplace with the public interest in modern times. The scholar suggested that electronic media management should be strengthened on the basis of talented and committed broadcasting professionals.

Manjunatha (2013:226) analyzed the electronic news media in Karnataka state from the point of view of sociological study. The study revealed that the emerging dysfunctional aspects of electronic news media posed grave danger to the existing society. The scholar found that electronic media had expanded their horizons in the post modernized world and portrayed the major dysfunctional aspects of the news channels. The scholar suggested that the dysfunctional aspects of electronic news media should be evaluated to safeguard the intellectuals in modern times.

Biltereyst and Irnirersity (2014:42) assessed the popular entertainment and construction of trust with reference to public service broadcasting. The study revealed that public service broadcasting companies tried to broadcast trustworthy services which benefitted the society. The scholars concentrated their analysis on the overall programing strategies, generic choices and discourses through which some public service broadcasting organizations position themselves as central trustful institutions in a risk society.

Sen (2014:327) carried out an investigation on the FM broadcasting in India. The study revealed that FM radio industry had seen spectacular success in India. The scholar noted that FM’s impact was beyond economics. The scholar suggested that FM radio should be encouraged by the policy makers and market forces to serve the rural and remote areas as effective instruments of grassroots development in India.

Shah and Nawaz (2015:331) conducted a study on the impact of globalization on radio broadcasting. The study revealed that the Internet and digital technologies had accelerated the wheel of globalization and given new dimensions to the field of broadcasting. The scholars observed that access to radio had been enhanced due to the
advent of ICTs, internet, mobile phones and social media. The scholars suggested that new technologies should be utilized for the purpose of enhancing the effectiveness of radio broadcasting.

Bilalli (2016:41) explored the relationship between media and globalization process in the new millennium. The study revealed that the media corporations had changed the style of broadcasting in the age of globalization. The scholar remarked that the peripheral nations had struggled to maintain their indigenous culture in the wake of globalization of electronic media. The scholar suggested that the global media firms must strike a balance between service motive and profit motive.

Desai (2016:96) examined the Indian television in the era of globalization. The study revealed that third world countries including India faced the threat to local communication-media industry. The scholar pointed out that cultural homogenization had affected the Indian cultural unity, diversity or disparity. The scholar suggested that Indian television should remain independent and responsible in the age of globalization to safeguard the pluralistic culture and national sovereignty.

Rutovic (2017:313) evaluated the role of broadcasting media in the age of globalization. The study revealed that the process of globalization had tremendous impact on media management. The scholar observed that the financing of public service as a socially beneficial good had become an important aspect in modern times. The scholar suggested that the quality of media contents should be enhanced in the age of globalization.

2.8. Electronic Media and Corporate Social Responsibility

Deodhar (1991:95) investigated the growth and development of Indian electronics media. The study revealed that media content had undergone change even as media has been hijacked by the commercial world. The scholar reported that Internet and the print media have served the people of India better than radio and television which are commercialized in the age of globalization. The scholar suggested that electronic media should free the knowledge locked in written words and function with due respect to social responsibility and professional ethics in modern times.
Belsey and Chadwick (1992:34) studied the corporate social responsibility and ethical issues in journalism and media in the new age. The study revealed that besides media laws and regulations informal controls within the media organizations and concerted efforts of various pressure groups were equally important for the protection of public interest. The scholars found that modern business organizations and media institutions were required to function with a fair mindset and social responsibility to comply with ethical norms and safeguard public interest.

Limburg (1994:209) analyzed the electronic media ethics and corporate social responsibility in the light of increasing commercialization of media services on account of market forces oriented contemporary media management. The study revealed that codes of conduct were not strictly followed by the electronic media since there is no governmental involvement in the classification system and imposition of fines. The scholar suggested that pressure groups should exert control over media contents and practices to prevent glorification of services and products.

Chu (1994:77) assessed the impact of transnational television broadcasting upon the people of the Asian Pacific region. The study revealed that the broadcasters had not adopted culturally and regionally specific approach to public service broadcasting in the age of globalization. The scholar found that public service broadcasting institutions failed to offer the contents of high information, education and cultural value since they were controlled by market forces. The scholar suggested that broadcasting institutions should indigenize programme genres, forms and means of expression and content, so as to adjust them fully to the development of the intellectuals.

Fink (1995:117) carried out an investigation on the relevance of media ethics and corporate social responsibility in the new era. The study revealed that market forces ignored the public interest since they were primarily concerned about making profits due to competitive business management. The scholar noted that mass media treated people as means to an end. The scholar further observed that media organizations had an obligation to the profession to maintain respectable standards in accordance with the loyalty dimension.
Saksena (1996:317) conducted a study on the changes and challenges of television broadcasting in the age of globalization. The study revealed that radio and television stations in India and abroad changed the ways and means of broadcasting due to the emergence of new technologies. The scholar opined that the radio and television stations had broadened their horizons in the age of globalization and gained more number of users on account of digital technological revolution. The scholar suggested that electronic media in India should ensure a paradigm shift towards equitable and sustainable human development.

Mander (1996:224) explored the globalization of media and corporate social responsibility. The study revealed that the globalization of media had made the gap between the plugged in and the shut out larger- reinforcing technological inequalities rather than reducing them. The scholar observed that the media neglected the marginalized sections of the society even though they played a vital role in the production of national wealth in the developing nations. The scholar called upon the media to function with due respect to social responsibility and serve as the voice of the marginalized sections of society.

Nair (1997:262) examined the ethical dimensions and corporate social responsibility of mass media in India. The study revealed that media organizations were managed on the basis of economics of media management rather than social concern, professional responsibility and ethical considerations. The scholar remarked that media institutions should abide by the professional norms and ethical considerations to maintain professional sanctity and credibility.

Easwar (2000:106) evaluated the challenges and new initiatives of public service broadcasting. The study revealed that the digital era had heralded more channels and more choice to the intellectuals. The scholar opined that there was decline of public service broadcasting and substantial erosion of the public media since the dominant powers were not committed to the welfare and progress of the weaker sections. The scholar suggested that the electronic media should function effectively as the voice of the people and instrument of public welfare and progress in the modern times.
Croteau and Hoynes (2000:86) investigated the role of market forces in the new era. The study revealed that media institutions had become powerful industries which had neglected corporate social responsibility and public interest beyond all doubts. The scholars observed that modern media industries were wedded to new imperialistic forces which had abused the freedom, opportunity and responsibility.

Croteau and William (2001:85) studied the relationship between corporate media and public interest in the age of globalization. The study revealed that public interest was not fully protected by the media houses in the rapidly changing media industry. The scholars pointed out that there was a conflict of interest between the media industry’s insatiable quest for profits and a democratic society’s need for a media system that serves the public interest. The scholars suggested that media policy makers and professionals should strike a balance between profit motives and service motives in modern times.

Maignan and Ralston (2002:220) analyzed the corporate social responsibility in Europe and American business and media organizations. The study revealed that profit motives gained an upper hand over the social responsibility. The scholars reported that modern corporate houses were managed by the market forces which ruled the roost in all walks of life. The study suggested that greater socially responsible delivery system should be developed in the media and other corporate houses to safeguard public interest and promote professional excellence.

Nill (2003:269) assessed the global marketing ethics and corporate social responsibility from communication point of view. The study revealed that modern corporate houses adopted profit-centered business philosophy rather than value-centered delivery system. The scholar stated that modern media institutions had compromised with professional ethics and social responsibility due to certain economic and political compulsions. The scholar suggested that media institutions should be guided by professional ethical considerations and value-based delivery of goods and services.

Gitlin (2003:136) carried out an investigation on the unlimited role played by the media which had overwhelmed the lives of the people in the new era. The study revealed that media had done away with the principle of corporate social
responsibility and gained unlimited power and opportunities which benefitted their masters. The scholar found that media professionals should not be replaced by media executives. The scholar also suggested that judicious economic and media approaches would safeguard the interests of the people.

Wood et. al. (2004:405) conducted a study on the integrity of television news which was guided by commercial considerations in the age of globalizations. The study revealed that substantial amount of commercial contents existed in the broadcasting media since they were owned by the corporate houses guided by business considerations. The scholars opined that news stories were potentially more critical to democracy and protected public interest when compared to commercial broadcasts.

Agrawal and Shalini (2006:02) explored the changing perspectives of Indian Public Service Broadcasting. The study revealed that All India Radio and Doordarshan functioned in accordance with the principles of social responsibility and collective welfare as means of education and development. The scholars observed that FM radio broadcasting posed serious challenge to Indian public broadcasting. The scholar suggested that Indian public broadcasting institutions should change their attitude and approaches to survive the testing times in the new broadcasting environment.

Black (2008:43) evaluated the need for an informal agenda for media ethicists in the age of globalization. The study revealed that media ethics had become an important issue for policy makers and professionals in the changing corporate and media environments. The scholar remarked that issues of diversity, accountability, transparency and social responsibility constituted the new agendas for media ethics research and pedagogy in modern times.

Lenhart (2008:205) investigated the corporate social responsibility of media. The study revealed that the contemporary concerns about mediated messages were not limited to television but extended to the Internet and other media. The scholar pointed out that although television and other media could have positive effects, most of the contents were known for negative effects on children and young people. The scholar pointed out that the effects of media contents is complex because humans were also complex by nature.
McManus (2009:238) studied the tendency of commercialization of news in the age of globalization. The study revealed that people raised in consumer society considered the abundance of commercial messages as the norm of the day. The scholar reported that the perception of the intellectuals relating to commercialization in the broadcasting news should be taken into account by the broadcasters to check certain imbalances and anomalies.

Eggerton (2009:107) analyzed the legal issues, corporate social responsibility and professional ethics of media management. The study revealed that the electronic media industry had faced numerous legal issues such as patent disputes, privacy, defamation and obscenity. The scholar stated that modern broadcasting industries were not regulated by the policy makers and other stakeholders of protection of public interest. The scholar also provided an overview of various media regulations which were meant for the protection of public interest.

Middleton (2009:250) assessed the social responsibility in the contemporary media. The study revealed that code of ethics were little more than proclaims devoid of concrete effort in the age of globalization of media. The scholar found that the implementation and effectiveness of ethics codes in practice primarily depended on the individuals journalists and organizational commitment to social responsibility. The scholar emphasized that the main challenge for formal regulators of media ethics lies in the fact that defining the nature of social responsibility in the context of the media’s role in society is an overly qualitative and normative task.

Chernov (2010:72) carried out an investigation on the commercialization of television news broadcasts in Canada. The study revealed that private television channels used more explicit and aggressive stealth advertising than public television channels. The scholar noted that news decision makers accepted the inclusion of commercially tinted news segments because of business consideration and the divide between editorial and commercial contents was eroded in the age of globalization of media. The scholar suggested that new techniques of corruption of news by surreptitious commercial content should be avoided in the interest of professional ethics and social responsibility.
Fiser (2010:118) conducted a study on the social responsibility and economic success of public service broadcasting in Slovenia. The study revealed that management of media organizations had become a complex process in the age of globalization due to different interests, technological changes, changes in regulation, and different societal trends. The scholar opined that the issue of confrontation between the public interest, and the economic success of television organization was not properly addressed by the broadcasting policy makers in modern times. The scholar explored the management approaches to fulfill the economic success, and social responsibility at the same time.

Katju (2011:182) explored the role of media in India. The study revealed that media performance in the new era was not up to the mark and people had become the foremost losers because of irresponsible media functions. The scholar suggested that Indian media should play a more responsible role in liberating the people from poverty, unemployment, inequality, human rights violations and other constraints in the new era. The scholar called upon the media institutions to demonstrate the corporate social responsibility and professional ethics.

Grynko (2012:140) examined the perspective of journalists on media transparency in modern times. The study revealed that broadcasters and other media professionals were not concerned about the exploration of intellectuals appreciation and perception of the respective roles of journalists and intellectuals in the co-creation of news. The scholar suggested that future research should expand the target group and involve analysis of attitudes and perceptions of other professionals acting in media institutions.

Myers (2013:261) evaluated the corporate social responsibility in the consumer electronics industry. The study revealed that corporate social responsibility had become a thrust area of management in media industry. The scholar found that non-corporate bodies such as governments, international institutions, and unions had not taken the lead in labor reforms and oversight. The scholar suggested that electronic media and electronics industry should take responsibility for the behavior of its partners overseas.
Lee et. al. (2014:202) investigated the corporate social responsibility of the media industry. The study revealed that media institutions had realized the importance of corporate social responsibility. The scholars opined that media institutions were converted into profit centered industry in the age of globalization. The scholars suggested that corporate social responsibility in the media consists of three major constructs, namely credibility, usefulness and fairness.

Ravi and Guru (2016:307) studied the theoretical foundations of globalization and media management. The study revealed that television programs, news networks, children's culture and pop music were focused by the scholars in the field of electronic media management. The scholars noted that the effect of the spread of multinational media corporations had resulted in cultural imperialism, a loss of local cultural identity. The scholars have suggested that the media organizations should strike a balance between profit motive and service motive in order to achieve the goal of corporate social responsibility in the age of globalization of media.

2.9. Summary

broadcasting. The scholars have also pointed out that professional ethics and corporate social responsibility were the biggest causalities in the age of globalization of economy and media. They have suggested certain preventive, protective and promotional measures for the reformation and development of electronic media in the new millennium. The broadcasting media researchers have also emphasized the need for reforming broadcasting management in a pluralistic society like India.