CHAPTER I

INTRODUCTION

1.1. Prologue

Globalization has affected the environment, culture, politics, economy, education, media and other spheres of human life. It is a process of integration among the people, societies, organizations and governments across the globe. It is driven by international trade and commerce. It is strengthened by the application of new information and communication technologies. The media institutions are also remarkably affected by the process of globalization. In India, All India Radio and Doordarshan are owned, managed and controlled by the Government of India in the post-independence era. The Indian broadcasting philosophy and practices are rooted in the fundamental democratic principles enshrined in the Constitution of India vide Article 19. In the age of globalization, the broadcasting environment has changed over a period of time. India is no longer insulated from the influence of globalization. The privatization of broadcasting services brought about a new age of competitive broadcasting management. The government enacted certain regulations to preserve the country’s cultural ethos, professional ethics and corporate social responsibility in the face of a revolutionary increase in foreign satellite television channels. Scholars have discussed the impact of globalization on media management since it has affected all spheres of human life including broadcasting sector. The process of globalization has definitely affected the electronic media scenario of the country. The impact of globalization on the management of electronic media in India was examined primarily in the present study. The media in the age of globalization, foundations of broadcasting management, development of broadcasting industry in India, electronic communication convergence in India, impact of globalization on electronic media management in India, broadcasting reform in India, social significance of the study, statement of the problem and objectives of the study are delineated in this chapter.
1.2 Media in the Age of Globalization

Globalization is defined as a social process in which the constraints of geography on social and cultural arrangements recede on account of technological advancements and applications in all walks of life. The process of globalization includes a set of factors changing the nature of human interaction across a wide range of spheres including the economic, political, social, technological, and environmental. Globalization is the process of integration of the world community into a common system either economic or social. It essentially means the growing increase in the interconnectedness and inter-dependences among the world’s regions, nations, governments, businesses and institutions. Globalization practically engenders free flow of ideas, people, goods, services and capital thereby fostering integration of economies and societies. The World Bank and International Monetary Fund have played a major role in the corporate expansion on an international scale. Practically, the market forces own, manage and control the media institutions and international flow of information.

The driving force behind globalization is motivated by economic interests. Practically, the new patterns of global communication have brought about new global cultural and economic orders which are strongly supported by global entertainment and advertisement industry. The global communication has also brought about many effects which have blurred the cultural, social, political, economic, educational, scientific and technological boundaries. Scholars have noted that globalization has impacted the media systems and operations all over the globe. In the age of globalization of media, the world is becoming a much more integrated market based in capitalist or market place economics. The phenomenon of media globalization along with the increasing abundance of media text production has produced various effects which are examined by media scholars. There are certain advantages and disadvantages of globalization in the context of media management. But, the disadvantages outweigh the advantages according to the empirical evidence.

In the age of globalization, the increased economic interconnectedness has resulted in deep-seated political changes. The weaker and peripheral countries have also become even more dependent on activities in central economies such as the USA. Globalization of economy and media has resulted in a visible shift in power toward
multinational corporations. Even the most successful television programs are no longer made for national consumption but rather for international distribution. Media contents are affected by the desire to increase the marketability of international television and film distribution exercises which are governed by the business considerations.

The media economics includes the economic policies and practices of media companies and disciples including journalism and the news industry, film production, entertainment programs, print, broadcast, mobile communications, Internet, advertising and public relations. De-regulation of media, media ownership and concentration, market share, intellectual property rights, competitive economic strategies, company economics, convergence of media, media tax and other issues are considered parts of the field. Media economics has social, cultural, and economic implications. Prominent among the media economists include - Steven S. Wildman, Alan Albarran, Bruce M. Owen, Ben Compaine, Stuart McFadden, Gillian Doyle, Karl Erik Gustafson, Nadine Toussaint Desmoulins, Anchor Fenny and Stephen Lacy. A new branch of media economics research has grown as a systematic discipline all over the world.

The media technology is one of the major phenomena separating the possibilities of 20th century humanity from those available to the Greeks (Jonas, 1989:175). But, the process of globalization has brought about a new era of ‘exclusive development’ instead of ‘inclusive development’. The media are used as instruments of manipulation by the owners who are basically wedded to status quoism. Media are used by the advertisers to manufacture the consent of the people in favor of the goods and services produced by them.

The global communication channels have become the arena for contestation of new economic, political, and cultural boundaries. The downfall of a monarchical dictatorship in 1978-1979 occurred on account of the use of cheap transistor and audio cassette recorders in conjunction with international telephony to spread the messages of Ayatollah Khomeini to his followers within a few hours of their delivery from his exile in Paris (Tehranian, 1982:363).

In Philippines, the downfall of the Marcos regime in 1986 was televised internationally for all to witness while alternative media were undermining his regime domestically. The Internet has played a remarkable role in the Zapatista movement of
Mexico which fought against the authoritarian region with the help of international support. The people also used e-mail to achieve rapid global mobilization for withdrawal of Western companies from Myanmar (Limburg, 1994:209). These developments emphasized the power of new media in transforming the society through revolutionary communication.

The media institutions performed the role of gate keeping and agenda setting. Mass media organizations are seeking new sources of media contents for global distribution in the age of media convergence. Consequently, a higher percentage of media-texts and contents are reduced to the digital domain. The world has become an integrated market based in capitalist or marketplace economics.

The process of globalization had caused commercialization of media services (Robertson, 1995:311). The media have imposed a new cultural hegemony through the ‘soft power’. The impact of global communication on international cultural life is perhaps the most visible of its effects. Through global satellite and computer networks, trans-border data flows, scientific and professional electronic mailing, and commercial advertising, the macromedia are supporting the globalization of national markets, societies, and cultures (Nye and Owens, 1996:276). Without contextualizing their social and political functions in historically and cultural specific situations, media effects would remain largely mystifying and incomprehensible.

Globalization is not a choice. It’s a reality. There is just one global market today, and the only way you can grow at the speed your people want to grow is by tapping into the global stock and bond markets, by seeking out multinationals to invest in your country and by selling into the global trading system what your factories produce (Friedman, 1997:125).

The cultural homogeneity is a myth which is predicated upon McLuhan's theory of global village. The myth is not evidenced by real-world observation since identical consumer products, movies, clothes and architectural expressions are not seen in every nation (Walker and Ferguson, 1998:389). Media globalization is a broad topic, which includes television, radio, film, music, the Internet, and other forms of digital media. Media globalization is termed as the phenomenon of expanding multinational
corporate media investment, resulting in the emergence of a global oligarchy and media convergence which have benefitted the dominant powers.

The multinational corporations facilitated the implantation of the commercial model of communication, its extension to broadcasting and the ‘new media’ and its gradual intensification under the force of competition and bottom line pressures. The phenomenon of media globalization along with the increasing abundance of media-text production has produced various effects which are being researched by communication scholars. Practically, major global media corporations have achieved monopoly over media institutions (Herman and Mc Chesney, 1997:160). The phenomenal expansion of multinational corporate media investment has resulted in the emergence of a global oligarchy of first tier corporations, which own and operate a variety of mass media contents and distribution technologies. They include: television, radio, film, music, broadcasting, satellite, telecommunication, cable, newspapers, magazines, publishing companies, Internet content providers, and other forms of converged digital media.

The media institutions are operating in three markets namely – market for creative content, market for financial resources and market for manufacturing the consent of the customers. The power of media has grown commendably over a period of time but the media power is not directed at creating a just society since it has the ability to act in pursuit of one’s aims and interests, the ability to intervene in the course of events and to affect their outcome.

The global media’s intellectuals is too small, too rich and too English-speaking to be considered inclusive. There is little evidence that supports the existence of a global public sphere which remains largely state-oriented. There is no question that all these globalizing trends are made possible with the help of mass media at both the domestic and international levels (Sparks, 2000:349). In reality, globalization is not necessarily a natural progression emerging out of the ordinary communication and interaction of people and cultures around the world.

The media users have simultaneously become producers and consumers in the age of new media revolution which is dominated by the power of Internet. The media have also created a profound discontinuity between past and future and widened the gap between the privileged and under privileged sections of society (Dominick, 2002).
The new media of communication facilitated not one-to-many but rather, many-to-many communication services to the mankind in the age of globalization.

The globalization of culture is one where the entire world has been molded in the image of Western, mainly American, culture. The globalization of culture is often chiefly imputed to international mass media. The contemporary media technologies such as satellite television and the Internet have created a steady flow of transnational images that connect intellectuals worldwide. The global media and information technologies have substantially increased contacts between cultures, both in terms of intensity and of the speed with which these contacts occur. Consequently, the globalization of culture through the media is not a process of complete homogenization, but rather one where cohesion and fragmentation coexist (Kraidy, 2002:193). The process of globalization has affected the indigenous culture in developing nations.

Some media industries such as the Hollywood films and TV studios represented by the Motion Picture Association of America have long been global in their operation and scope. They control a number of companies in other that distributed and exhibited (in theaters) the films that they produced in the United States. More recently, the owner of Hollywood itself has become globalize, as we have seen. The resulting operation has been scrutinized by critics to see whether the kinds of films produced by Sony will now reflect Japanese rather than American sensibilities (Wang et. al, 2003:391).

Globalization is the intensification of worldwide social relations which link distant localities in such a way that local happenings are shaped by events occurring many miles away and vice versa. The process of ‘globalization’ is often portrayed as a positive force which is unifying widely different societies, economies and cultures integrating them into a global forum. It is also described as an inevitable by-product of human evolution and progress, as if it were an organic process, governed by the laws of nature (Ambirajan, 2003:11).

Globalization is not necessarily a natural progression emerging out of the ordinary communication and interaction of people cultures and economies around the world. It results from deliberate human choice by a powerful group of nations,
transnational corporations (TNCs) and international organizations which have stakes in international political economy. The new communications and information technologies have provided methods for large corporations to maximize profits by entering the foreign markets.

A clash of civilizations is characterizing our own era because new economic and communication power is enabling the ancient civilizations of Asia to challenge the truth claims of the relatively new nations of Europe and America (Santigo-Valles, 2003:319). The Occupy Wall Street Movement and World Socialist Forum have given a new dimension to the liberation of the world from the dominant forces and class media. Some consequences of media flow are indeed deadly serious and pose serious threats to local culture and society. Media critics have expressed serious concern about the economics underlying the flows of media which tend to tie countries into a global economy based on advertising and consumption. The UN-sponsored World Summits on the Information Society in Geneva (2003) and Tunis (2004) have given a serious thought to the global information and communication order.

There is considerable empirical evidence which points to the global concentration of power over media production and distribution in Western nations, states and corporations. In a sense, the global form is localized for the purposes of global capitalist development, expansion of media monopoly and expression of local identity.

The increased worldwide penetration of media technologies had brought about a new age of interactive communication which reshaped the world's social, political, economic, and cultural landscapes. A new dialogue of civilizations is also being conducted via the international political alliances, economic treaties and communication networks. Communication technologies are enabling the past silent voices to be heard in a global Tower of Babel characterized by old and new ethnic and racial hatreds (Straubhaar and La Rose, 2004:357). But global communication networks are also fostering a new ecumenicalism leading to the negotiation of new global worldviews and ethics.

The media globalization gained further momentum in the 1980's, when a prevailing policy of deregulation of media in many developing nations along with
openness to private investment occurred (MacBride Commission, 2004:217). The
global media market was dominated by some transnational corporations which were
primarily responsible for the international de-regulation and free-market policies. The
effect of the spread of multinational media corporations had resulted in cultural
imperialism, a loss of local cultural identity (McChesney, 2004:234).

The media conglomerates have intensely competed on the international level
through foreign investment, mergers, and acquisitions. The merger mania seems to be
the rule of day when it comes to multinational corporations in the age of globalization.
Today the media constitute a crucial source of civic education and legitimization of
democratic power. Political elites legitimize themselves or join dissident discourses
through their interactions with newspapers, magazines, radio and television.

Notions of political authority, political values and general understanding of a
nation’s political institutions are consolidated through the daily programmes of the
mass media and particularly via news. The national and international agenda emerge
from daily mass media processes of production and consumption. Both the concept and
feeling of nation and of the world are also articulated in the production and
consumption of media (Alfaro, 2006:10). The globalization has weakened the
foundations of the democracy across the globe. The market forces set the agenda and
dictate terms to the governments in power.

The changing role of the state in the global field of communications and media
policy has to be assessed against a longer history of the modern nation-state and the
shifting modes of accumulation and regulation. There is a need to consider the
symbolic politics as well as the structural conditions that shape the material outcome of
policy practices, combining insights from the French Regulations School the work of
cultural theorists of the state and feminist and poststructuralist theory (Chakravarty and
Sarikakis, 2006:64). The questions most posed and not always heard revolve around
the quest for cultural space and recognition of difference, equity and social justice, as
found in the policies regulating the political economy of cultural industries and in
particular broadcasting.

Much of the debate about media’s role in the democratization of various
societies around the world demands an examination of the implications of
globalization. The nation states have become less concerned with public service and cultural activities. The creation of the WTO coincided with an unprecedented number of international mergers and acquisitions among transnational media corporations, which aggressively pursued the opportunities that privatization provided. These transnational developments have largely supported the national and regional dominance of some of the world’s most powerful second tier media firms of newly industrialized nations. Thus in the name of democracy, commercial media serve to cultivate the idea that market forces and small government rather than participatory democracy are the stewards of progress and guardians of public interest (Murphy, 2007:260). Democracy has been disfigured by the market forces which have imposed ‘neo-colonialism in the age of globalization’.

The trend of free-market deregulation which occurred in the eighties and the nineties also affected the electronic media. The United States is far too powerful and that it exercises cultural imperialism over smaller nations by overwhelming them with movies and television programs produced in the United States (McChesney, 2008:236). In the mid-1980’s privatization and deregulation gained momentum in Europe, in the cable and telephone industries, through foreign investment (Schorter, 2008:322).

The growing globalization of media and communication seem like the immaterial process that goes parallel with the economic integration of the world. Amazingly enough, however, there are still a few voices in economics today who argue that globalization is not as important as many people think and that the local and the regional spheres play a much more vital role in today’s life. The globalization is far less important in the media sector than many people think.

Structural changes in the media systems, more migrants in the media in better positions and much more freedom of reporting are required in the contemporary media. There is enough statistical and empirical evidence to prove that the message is in principle correct: that we are still far away from the idea of global journalism. Let’s take the chances of globalization much more seriously (Hafez, 2008:148). The process of globalization has also brought about increasing migration of vulnerable sections of
society in search of livelihood opportunities. The industrial sector has grown well at the cost of agriculture.

The media programmes that contain violent materials are considered to travel well (Jhully, 2009:172). The central role of media in understanding globalization could not have occurred without media. From earliest times, humans have used media to explore, settle, and globalize their world. In our day, media have made the world progressively smaller as nations and cultures come into increasing contact. Globalization and media are combining to create a divided world of gated communities and ghettos, borders and boundaries, suffering and surfeit, beauty and decay (Lule, 2012:215).

Before the 1990s, most mainstream media were national in scope but most communication media have become increasingly global afterwards. International flows of information have been assisted by the development of global capitalism, new technologies and the increasing commercialization of global television. Global culture should be understood less as homogenization and more as hybridization, which is more suited to understanding the complexity of flows and the cultural mixing of current globalization process. Media corporations have been heavily investing in the convergence between the Internet and TV and in communication strategies that operate across platforms (Matos, 2012:231). In the age of globalization, new media corporations have emerged all over the world. These corporations have brought about the commercialization of media services.

There is a general pattern of the agenda-setting function of mass media in various countries. The international inter-media influence presents a new way to look at the inter-media agenda-setting relationship – moving this research from comparisons within a local area to cross-national inter-media comparisons. The simple ‘powerful West’ reasoning derived from the old days needs to be rethought and updated (Du, 2012:104). The inter-media agenda setting has attracted the attention of media critics since globalization has weakened the foundations of constructive media management.

The global communication at the turn of the 21st century has blurred the cultural, political, economic and technological boundaries. The print, electronic and new media technologies have developed fairly independently. The new media
technologies have undermined the traditional boundaries and sovereignties of nations. The Direct Broadcast Satellite (DBS) has violated national borders by broadcasting foreign news, entertainment, educational, and advertising programs with impunity. The micro-media of global communication have narrow casted their messages through audio and videocassette recorders, fax machines, computer disks and networks, including the Internet and the World Wide Web (Guru and Mariswamy, 2014:146). The new patterns of global communication have created the new global information, communication, cultural and economic orders which are strengthened by global advertising and the entertainment industry”.

The process of globalization practically promoted media imperialism which follows logically from cultural imperialism. The western countries have achieved the goal of cultural imperialism through media imperialism which created certain conditions for conformity to the hegemony culture and limits the possibilities of effective resistance to it. The capitalist consumerism is equated with the Americanization of capitalism. It implies that if American influence could be excluded then cultural and media imperialism would end. The cultural critics have argued that the media institutions of America have expanded the American cultural imperialism across the globe. Media researchers have tied their observations to their own theories which attempt to explain certain observed effects.

Today, several international organizations have come into existence to deliver the goods and services to the global intellectuals and earn huge revenue. Global standard bodies such as the International Telecommunications Union (ITU) allocate satellite orbits, determine broadcast frequencies, and prescribe the standards for telephones, mobile phones, faxes, and Internet connections. Global telecom companies, like Cable and Wireless, run much of the world’s communications infrastructure of optical fiber cables, satellite, and high-speed lines. When Murdoch’s Star TV started broadcasting in India, the state television broadcast had to respond with more competitive entertainment or lose its intellectuals. The other major aspect of globalization is the increasingly worldwide penetration of media technology. Globalization is commonly used as a shorthand way of describing the spread and connectedness of production, communication and technologies across the world. That
spread has involved the interlacing of economic and cultural activity (Manjappa, 2015:225).

In the present times, American and European media institutions dominate the global media scenario and the dominant strain of global popular culture remains centered in the West which always speaks in its own language. The major media houses have also promoted cultural imperialism and uneven distribution of communication services and resources across the globe. Media critics have emphasized that media pluralism would serve better purpose than a media system exclusively dominated by state, commercial, public, or community media. Pluralism in structures of ownership and control are therefore needed to obtain pluralism in perspectives and messages. However, structural pluralism is hostage to the presence of independent market institutions and voluntary associations (political parties, trade unions, religious and civic organizations). The existence of a strong civil society to counter the powers of the state and the market is therefore a precondition for media pluralism in the new millennium.

There is commendable expansion of media across the world in the age of globalization. Multi-national corporations have established the media institutions which have become instrument of profit making in the age of globalization. Today American media play a prominent role in the global scene. A handful of firms dominate the globalize part of the media system. Global media also force competitors to react to them. The trend of continuing media globalization has showed no recent signs of retreat. A small number of media conglomerates, based in a few Western countries, dominate the production and global distribution of film, television, popular music, and book publishing. The new communications and information technologies have provided methods for large corporations to maximize profits by entering foreign markets. In the present times, the liberal capitalism appears to have triumphed to put an end to the history of ideological contestations. In the new millennium, the global communication has brought about many effects and blurred the cultural, political, economic and technological boundaries. The media institutions are operating in three markets namely – market for creative content, market for financial resources and market for manufacturing the consent of the customers. The local media organizations are required to 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 (Ravi and Guru, 2016:307).

The global media adversely affect local culture, value system and public interest because of increasing media convergence, monopoly and imperialism. The public would be better served by meaningful and constructive media regulations and restrictions. The causes and effects of media globalization will continue to be both observed and debated by communication scholars, sociologists, economists and politicians alike. The trend of continuing media globalization has showed no recent signs of retreat. Both critics and advocates of media globalization agree that there is fierce competition taking place between the first and second tier corporations. The smaller regional second tier corporations don't want to lose market share to the larger multinational corporations.

Globalization occurs as a result of the activities in advanced countries of news and entertainment media that produce different programmes. A small number of media conglomerates, based in a few Western countries, dominate the production and global distribution of film, television, popular music, and book publishing. The developing nations have a great responsibility in regulating the media contents and services in order to protect the local culture and environment in the age of globalization. The social media have emerged as the voice of the powerless, penny less and voiceless in the new millennium.

1.3 Electronic Media Management

Concept of Electronic Media

The electronic media include the use of electronics or electromechanical energy for the end user (intellectuals) to access the content. The primary electronic media sources familiar to the general public are radio broadcasting, television broadcasting, video recordings, audio recordings, multimedia presentations, slide presentations CD-ROM and online content. The electronic media may be in either analogue electronics data or digital electronic data format. The equipments used in the electronic communication process include –television, radio, telephone, desktop computer, game console and handheld device. The characteristics of electronic media include an invisible intellectuals, invisible boundaries, speed, mass intellectuals, and
false identities. Electronic media brings mass intellectuals together in the same place, overcoming physical and emotional boundaries. The different forms of electronic media include – radio, television, Internet or Cable Net, cable TV networks and satellite transmission.

**Features of Electronic Media**

The largely used electronic media are radio, television and Internet. Radio is the oldest of electronic media which was very effective means of communication in the early 20th century. Television emerged as a powerful medium of communication in the mid 20th century. The visual appeal of television is perhaps unparalleled to any mass media. Even now it remains as the most popular mass media all over the globe. The Internet has emerged as another popular means of communication in the new millennium. The electronic media are the prominent sources of information, education, entertainment, advertisement and propaganda in modern times. The people get these advantages through satellite transmission and cable network. The programmers of satellite transmission and cable network directly influence on the life of people.

The electronic media produce new changes in the societies by giving different ideas in different programs. The electronic media spreads new ideas about standard of living, fashion, education and in the way of thinking by which people are greatly impressed and try to adopt them in their lives. The electronic media provide multifaceted services to the mankind across the globe. The role of Electronic Media is very important in the modern world. It is a source which is directly related to the lives of common people across the globe. Electronic media services should be delivered on the basis of moral values, professional ethics and social responsibility. Basically electronic media combine numerous media - text, graphics sound, video, etc. - into a single message. They produce tailor made communication to the intellectuals. The electronic communications is interactive since it engages intellectualss in active, two-way communications.

The electronic media create a new form of many-to-many communications that lets geographically distributed groups communicate interactively and simultaneously through text, sound and video. The modern organizations use
electronic media tools and technologies to reach out to the target groups who are spread across the globe. The World Wide Web and other Internet based tools can transmit the messages to the individuals and workgroups around the world. The advantages of electronic media are numerous in modern times. Prominent among them include - outreach is more and intellectuals are heterogeneous, messages can be communicated within no time, messages can be communicated to large number of people at a time, variety of audio, video, text can be used in one single medium and great possibility of recording and archiving the content for future use. Practically, the electronic media like radio and television have extended the area of coverage of a traditional performance.

**Electronic Media Management**

Electronic media management has certain levels. Different managers are found in the electronic media industries at many levels. Electronic media have three levels of management at top, middle and lower levels. The programme executives and director constitute the lower level management. The middle managers plan and allocate resources and manage groups of people. The top level managers monitor the entire organizational environment and facilitate delivery of goods. These managers are required to develop management skills. The broadcasting managers should understand the technical aspects of their operations and ensure better technological infrastructure development and applications in the production of programmes.

The broadcasting professionals should be motivated to lead their operations effectively on the basis of sound inter-personal skills and relationships. The broadcasting managers should also understand the changing broadcasting environment and respond quickly in terms of technological applications and human resources development. They also need better financial skills to maintain budgets and generate income through effective broadcasting services and advertisements. They should be aware of price, product, promotion and place in order to market the programmes. The electronic media managers should also understand the consolidation, convergence and competition in the field of electronic media management.
The broadcasting policy makers and professionals should be good in strategic planning which is the basis for systematic management. The human resources and broadcasting resources should be properly organized and integrated with the overall structure and functions of broadcasting media. The broadcasting professionals should be motivated to perform well under the challenging circumstances. They should also achieve better control over the people and actions. They must closely monitor the organizational environment, factors and forces to achieve success in the management of broadcasting media.

The managers should also function as effective facilitators of broadcasting management in the age of competitive broadcasting. Effective communication at different levels of management would ensure problem-solving and programme implementation activities. They should also succeed as negotiators in times of need and ensure meaningful coordination of broadcasting media functions. The broadcasting managers should also serve as important liaisons and demonstrate absolute accountability to the leadership of the organization. They must balance the needs of the market place with the organizational culture and environment.

**Foundations of Electronic Media Management**

Electronic media are effective means of communication. The electronic media are required to play a constructive role in fostering national integration and progress. Electronic media in India are controlled by the state through strict legislative measures. Electronic media are indeed public service institutions which are managed on the well defined principles and practices. They must maintain distance from vested interests and adhere to certain guidelines that benefit the profession as well as country. Universality, diversity, independence and social responsibility are the foundations of electronic media in a pluralistic society like India.

The electronic media must be accessible to all citizens who have a fundamental right to information. These media services should reflect the diversity of public interests by offering area-specific and target group specific broadcasting programmes. The electronic media services should be devoid of political influence, social threats and commercial pressures in order to maintain high degree of professional independence. The social responsibility theory of communication implies
that media should function as the voice of the people and instruments of public welfare and progress.

Electronic media management involves a number of individuals coordinating many different responsibilities on any given day. Management is not a static concept but a dynamic process involving many different skills such as decision making, problem solving, creativity, negotiation and interpersonal relations. A good manager must balance the needs of owners, employees and the intellectuals they serve in a time of unprecedented change and evolution. Media managers must respond to the needs of their customers, recognizing that their intellectuals has numerous options for entertainment and information content (Albarran, 2013:06). Though the electronic media share similar activities, each industry is undergoing considerable change as a result media convergence which is the integration of video, audio, Internet and computing systems as well as distribution technologies. Convergence continues to evolve and is another factor changing the face of electronic and digital media management.

In the television industry, the results of measurements of the number of people watching a specific program on a specific channel, at a specific time, are provided by the ratings. More detailed information about viewers, such as lifestyle, purchasing behavior and media use, may be provided by the company that gathers ratings data for the television industry. Marketing professionals are key members of the management team who being a detailed understanding of content products, marketing fundamentals and strategies, distribution technologies and messaging to a successful effort (Tassel and Howfield, 2010:361). Media research has become an important component of electronic media management in the new millennium. It helps the broadcasters to identify the potential areas and develop broadcasting strategies that benefit the broadcasters in modern times.

Electronic media in India should function on the basis of missionary zeal since their goals are based upon constitutional norms and guidelines. The electronic media should adopt the principle of financing which prevents heavy reliance on commercial sources and safeguard public interest. The broadcasting programmes should enhance the intelligence and responsibility of the intellectuals. The broadcasting services
should be organized on the principles of social accountability and professional excellence. A public service approach to electronic media management assumes profound significance in the age of globalization. The present business considerations and industrial developments pose serious threat to the management of electronic media on the basis of sound principles and approaches.

The electronic media have immense potentials for use as instruments of social education and development in India. The educational and development functions of electronic media are questioned by the scholars since these media broadcast infotainment and edutainment programmes in large number. The liberalization of broadcasting has also changed the direction of electronic media management over a period of time. The private broadcasting institutions are no more champions of social justice and economic equity. They have undermined the constitutional, social and professional obligations of electronic media since they are owned by vested interest in the age of broadcasting capitalism. The fierce competition between the public and private broadcasting organizations has undermined the traditional commitment of the public service broadcasting.

The primary objective of commercial broadcasting is to make profit, while public service broadcasting is driven by public policy objectives and intellectuals needs. Broadcasting is not just a technical question, but also involved moral and ethical issues. There is a need to develop a political will to sustain public service broadcasting which should create an independent institutional structure and provide a range of programming which is universal and good for the people of the country (Chakravarthy, 2009:63). The ethical and cultural imperatives of electronic media are examined by the media scholars in the age of globalization.

The broadcasting scenario has undergone revolutionary changes in the new millennium. A large number of FM radio stations and satellite television channels broadcast programmes which are guided by business considerations. Electronic media are required to adopt sound principles and practices of management. They should deliver the wide range of services which are of high quality in the age of competitive business management.
1.4. Impact of Globalization on Electronic Media in India

India has achieved commendable progress in the field of broadcasting in the post-independence era. The Government of India has played a crucial role in the expansion and development of broadcasting services. In the age of globalization, India switched over from a state controlled socialist and centrally planned economy to a state capitalist model for growth. The broadcasting sector was subjected to liberalization since transnational corporations were allowed to invest money on the broadcasting institutions in the name of foreign direct investment. Media scholars have noted certain remarkable changes and conflicting priorities which have shaped the electronic media in India. They have advocated that policy makers should strike a balance between the needs of growing modernist capitalist economy and basic needs of the backward sections of the society.

Radio Broadcasting in India

Radio is an effective medium of mass communication in India. It is accessible to all sections of society across the country. It was developed as a prominent means of communication in the post-independence era in India. Radio is known as the real medium of the people, by the people and for the people in Indian democracy. Radio broadcasting reaches the entire country through its medium wave, short wave and several stations located in different locations all over the country.

The radio broadcasting in India was pioneered in the early 1920s by some young enthusiasts through their amateur radio clubs. The young group of Indian entrepreneurs were inspired by the experiments in Europe and established the Indian Broadcasting Company on July 23, 1927. The colonial government did not permit them to go ahead since they were aware of the power of radio as a tool of propaganda for nationalist movement. The Indian Broadcasting Service was established in 1936. The All India Radio was named as ‘Akashwani’ in 1957.
The objectives of All India Radio are as follows:

- Uphold the unity of the country and the democratic values enshrined in the constitution.
- Present a fair and balanced flow of information of national, regional, local and international interest, including contrasting views, without advocating any opinion or ideology of its own.
- Promote the interest and concerns of the entire nation, being mindful of the need for harmony and understanding within the country and ensuring that the programmes reflect the varied elements which make the composite culture of India.
- Produce and transmit varied programmes designed to awaken, inform, enlighten, educate, entertain and enrich all sections of the people.
- Produce and transmit programmes relating to developmental activities in all their facets including extension work in agriculture, education, health and family welfare and science & technology.
- Serve the rural, illiterate and under-privileged population, keeping in the mind the special needs and interest of the young, social and cultural minorities, the tribal population and those residing in border regions, backward or remote areas.
- Promote social justice and combat exploitation, inequality and such evils as untouchability and narrow parochial loyalties.
- Serve the rural population, minority communities, women, children, illiterate as well as other weaker and vulnerable sections of the society.
- Promote national integration.
The All India Radio and Doordarshan have adopted the managerial and financial procedures in accordance with the objectives enshrined in the Indian Constitution. The procedural and political impediments have affected programming and professionalism in the broadcast industries (Chatterji, 1987:70). The radio sector remained the monopoly of the Public Broadcaster. The Indian airwaves were considered as ‘public property’ by the Supreme Court ruling in 1995.

The satellite communication technological developments have influenced developments on the television front. The Indian television has become the mirror of cultural diversity present in the Indian society. Indian television in the era of globalization has witnessed the elimination of the government monopoly over broadcasting system due to technological developments and market forces (Mehta, 1998:242).

The resurgence of radio actually took place in India in 1995 with the commencement of FM broadcast by AIR. In 1999, the Government announced a liberalized policy for expansion of FM Radio broadcasting through private agencies during the Phase I. The purpose of the policy was to make quality programmes with a localized flavor in terms of content and relevance. In May 2000, the Government auctioned 108 frequencies in the FM Spectrum across 40 cities in the country to the Private Agencies. A new policy of expansion of FM radio broadcasting was made through private agencies during Phase II in 2005. The FM radio was further expanded in the country after the Phase III which facilitated the establishment of about 690 more channels. The non-profit organizations were enabled to establish the community radio in 2006 as effective instrument of grassroots development in India (Chatterji, 2009:71).

India requires a grand vision for radio and a new approach to public service broadcasting. The All India Radio should remain true to its status as a public broadcaster. Instead of competing commercially with FM broadcasters, it must explore possibilities to devolve local radio further and experiment with this medium as a means of delivering information, education and entertainment (Thomas, 2013:370). FM radio broadcasting signals a profound change in the very philosophy
of radio in India. The FM radio is projecting the newly shaped practices in contemporary India (Sen, 2014:327).

The modern web radio is also intangible and the big intellectuals are much more expensive for the radio operator to serve than small ones. All India Radio is regarded as the world’s largest broadcast network because of territorial spread, notional reach of the population and development broadcasting services. The program and other internally generated revenues account for between 0% and 100% of revenues (Guru and Mariswamy, 2014:146).

The special intellectuals programmes have attracted large number of listeners including children, youth, women, peasants, workers and other sections of Indian society. In urban areas, FM stations are very popular through entertainment and advertisement programmes. The emergence of community radio has facilitated participatory communication and development in rural and urban areas. There is remarkable expansion and development of broadcasting services in India. The Indian broadcasters have used certain hybrid models which govern the economics of radio. The subscription, exterior business financing, commercial sponsorship and direct advertising models are all market based or consumer dependent models, because the amount of income generated with these models is directly dependent on the quantity and quality of program consumers.

Tax funding, license fees, exterior private financing and voluntary listener sponsorship are non-market or non-consumer dependent models, because the amount of income is not directly dependent on the quantity and quality of program consumption. In contrast to television, radio as a mass medium remains a state monopoly in India (Manjappa, 2015:225). There was a great spurt of FM stations which posed challenges to the administrators and professionals of Indian broadcasting media.

The FM radio is poised for an exponential growth in India. There are around 250 FM stations broadcasting now and in the next phase, 1100 more are expected to be licensed, most of them private according to this source. In the urban areas, FM stations are more popular through film and other popular music programmes. Radio City, Radio Mirchi, Big FM, Red FM and other radio channels have attracted the
attention of the people in the urban areas. Radio is most accessible medium of communication in India in times of peace and crisis according to empirical evidence (Indian Media Scenario March, 2011).

There are 413 radio centers in India which cover 92% of geographical areas and 99.19% of the population in the country. The radio programmes are broadcast in about 23 major languages and 146 native languages. There are about 400 F.M radio stations which are operating in the country. The number is likely to cross 1000 in the near future (Indian Media Scenario March (2015).

All India Radio has been a witness to the course of development of India as an institution of communication given to catalyze the process of change on the one hand and as an upholder as well as preserver of a vibrant cultural heritage on the other. The socioeconomic development of agrarian sector is a vital factor in Indian agriculture. The relevance of All India Radio in the process of social development and change has always been robust primarily because of its innate strength to be in tune with time. The crafts and techniques of information dissemination have meticulously addressed the social realities of respective time in its long course of public service and the impact has been discernible in different realms of life of the society in general and agrarian sector in particular (Chandrasekhar, 2017:67).

Modern radio takes many forms, including wireless networks and mobile communications of all types, as well as radio broadcasting. Before the advent of television, commercial radio broadcasts included not only news and music, but dramas, comedies, variety shows, and many other forms of entertainment. The community radio stations are generally less expensive to operate programming than commercial and public stations which have the potential reach of the programming from community stations.

**Television Broadcasting in India**

Television is an electronic telecommunication medium for transmitting and receiving moving images that can be monochrome (black and white) or colored, with accompanying sound. Television has reigned supreme over all the other mediums of mass communication on account of its inbuilt characteristics. The upheavals in the
nature of Indian television have been accompanied by a simultaneous expansion in its reach and penetration. ‘Television’ may also refer specifically to a television set, television programming, and television transmission. Doordarshan is the second largest terrestrial television network in the world.

Television broadcasting began in India on September 15, 1959 on an experimental basis. Television broadcasting service was rendered for only two hours a week under the initiatives of All India Radio. The early programmes on these experimental broadcasts were generally educational programmes for school children and farmers. Community television sets were set up in the rural areas around Delhi for the dissemination of educational and development programmes. Doordarshan was separated from All India Radio in 1970. The Satellite Instructional Television Experiment was conducted in about 06 states during 1975-76. It was a milestone in the history of Indian television which was prominently used for development broadcasting. The coverage of the Ninth Asian Games in 1982 was a great event. There was a huge increase in the live coverage of sports by Doordarshan.

The Government of India expanded Doordarshan after 1983. About 75 per cent of the population could be covered by the transmitters. The INSAT-1A, the first of the country's domestic communications satellites became operational in 1982. It had made possible the networking of all of Doordarshan's regional stations. The early nineties witnessed the broadcast of satellite TV by foreign programmers like CNN followed by Star TV and a little later by domestic channels such as Zee TV and Sun TV into Indian homes. In 1995, the landmark Supreme Court Judgment enabled the television in India grow both vertically and horizontally.

In 1997, Prasar Bharati, a statutory autonomous body was established to serve the people of India as the public service broadcaster. Satellite channels were developed by the Indian Space Research Organization to provide multi-faceted broadcasting services. The public and private radio and television networks and operations are complimented by the application of innovative broadcasting technologies and progressive techniques of broadcasting media management in India in the age of globalization. There are about 1000 foreign and domestic television
channels which are competing with Doordarshan in India. In India, television has emerged as the prominent medium of mass communication.

The television in India is also targeting the specific segments of the intellectuals, in particular, young adults. The urban, middle to upper class youth, especially, constitute a key target group for private channels. According to the recent statistics, Doordarshan network consists of 64 Doordarshan Kendras/Production Centers, 24 Regional News Units, 126 Doordarshan Maintenance Centers, 202 High Power transmitters, 828 Low Power Transmitters, 351 Very Low Power Transmitters, 18 Transposes, 30 Channels and DTH Services according to the latest statistics. In the age of globalization, there was worldwide surge of commercial television.

The Government of India enacted the Prasar Bharati Act in the year 1990. The Government of India liberalized the broadcasting policy since it viewed media as one of the many sectors like steel, textile, coal and iron which indicated the influence of globalization and neo–liberalism on media. The Sen Gupta Committee submitted its report in 1996 and suggested that the creation of Radio and Television Authority of India as an independent body outside the purview of Prasar Bharathi Corporation. The committees also suggested the extension of up linking facilities to domestic and foreign satellite channels and bring them under the purview of Indian laws. Subsequently, All India Radio and Doordarshan were brought under the Prasar Bharathi Corporation in 1997 when S. Jaipal Reddy was the Minister for Information and Broadcasting.

Several committees headed by legal luminaries, bureaucrats, policy makers and intellectuals have examined the question of autonomy to electronic media in India. The broadcasting system has been reformed over a period of time on the basis of the reports submitted by various committees. The emergence of satellite and cable distribution of programming has dramatically increased the number of channels available in India. Throughout the world, commercialization of national television systems has become an integral part of globalization programs. The Doordarshan’s commercialization and self financing was encouraged by the increasingly neo-liberal governments of the 1980’s and 90’s.
In 1991, DD broadcast the Gulf War. The economic reforms of 1991 paved the way for the entry of foreign media companies into television. The space invasion practically colonized the Indian homes. A more important development was the introduction of a five channel satellite service in 1991 by Hong-Kong based Star TV, eventually controlled by Rupert Murdoch. This system was well received by the Indian elite.

The advent of satellite television and liberalization of economy have brought about structural and operational changes in the management of electronic media. India has also opened up a large new market for foreign capital and consumer goods. Satellite television has also posed a major challenge to the public broadcasting in India. The intellectuals were offered access to a wide range of international channels and popular commercial broadcasting services in the age of globalization.

The rapid expansion of the television services has provided more entertainment and advertisement services. In the 1980s, television became a quasi-commercial medium and commercialization of Indian broadcasting increased after globalization. The Nehru – Sarabhai approach of tapping the communication revolution in general and television in particular, as a major tool for the development of the masses had been ignored. The entry of foreign satellite channels eroded whatever little the national electronic media had been doing for socio-economic development in spite of the pressures of commercialization. The marketization has changed the content and role of television from development to entertainment – oriented. Globalization has further pushed the culture of consumerism with television being the main carrier of consumer capitalism around the world. Globalization has revolutionized news, printing, editing and reportage. Globalization has made possible adequate and timely processing and dissemination of information through radio and television networks.

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

The satellite television has effected major changes in political culture, the state and expressions of Indian nationhood. Television was adapted to suit Indian conditions. The live television used new forms of technology to plug into existing nodes of communication, which in turn led to the creation of a new visual language national, regional and local that altered politics and forms of identity formation in significant ways. The story of satellite news is also the story of India’s encounter with the forces of globalization (Mehta, 2008:244). The satellite television has grown remarkably in India and other parts of the developing world.

The globalization of media interests inevitably lead organizations to grow and to seek ever larger markets. Change in consumer behavior including propensity for media viewing and listening to be less of a collective experience and more of an individual experience demands more personalized services from the public service broadcaster. As there are many more opportunities for broadcasting and media delivery, new regulatory frameworks are also being developed to cope with this. Public service broadcasters must rise to meet the challenges of the new environment.

The broadcasting scenario in India has undergone a revolutionary change over the past decade which has acted as a catalyst for the social and cultural transformation of the entire region. In India, the nineties saw a notable expansion in both business ownership and occupations linked to management and servicing of commercial enterprise. The politicians, bureaucrats and broadcasters began speaking in the language of profit (Chakravarthy, 2009:63).

The television industry grew by 15.5 per cent in 2010. The number of News and Current Affairs channels was 312 and that of Non-News and Current Affairs channels was 314 up till January 2011. A total of 75 channels were down-linked till January 2011 by a number of foreign broadcasters. The modern television technologies had also boosted the status of television broadcasting in India. There was a great demand of niche content.
The entry of multi-channel private satellite television without any regulatory framework in place has certainly made a major difference to the media landscape. The satellite television channels lack the journalistic experience and reserves of the press and function in a semi-mature or immature environment. The proliferation of satellite television has occurred in the absence of better and richer choice of contents which have raised serious concerns about objectivity, accountability, rationality, professionalism and corporate social responsibility. The sensationlization and trivialization of news have also attracted public criticism (Ram, 2011:303).

The digitization of television broadcasting and new media technological developments had brought about the convergence of media and technology. The new breeds of smart TVs also offered excellent convergence opportunities. The entry of foreign television channels and private Indian television channels also boosted the competitive spirit of Indian television. The Indian media companies also generated greater interest from private equity players (Chatterjee, 2012:69). Television has attracted large number of intellectuals in India regardless of gender, age, education, profession, income and other factors. Television industry has grown in India remarkably over a period of time.

The broadcast television is financed by government, advertising, licensing (a form of tax), subscription or any combination of these. The subscription TV channels are usually encrypted to ensure that only subscription payers receive the decryption codes to see the signal. There is ever growing number of television sets in India and television generates revenue through advertising, subscription fees and public funding. Television also generates adequate income through commercial broadcasting programmes. The broad access of television makes it a powerful and attractive medium for advertisers. The modern television programmes combine varying degrees of social value with commercial appeal in a competitive market (Manjappa, 2015:225).

In 2015, television households in India were about 150 million, with 120 million served by cable and 30 million by direct-to-home television according to the estimates of TAM. In India there are about 1000 television channels (both foreign and domestic) which provide prominently infotainment and edutainment programmes.
which are governed by the economics of broadcasting according to the annual report of Ministry of Information and Broadcasting (2015). The radio and television programs are produced locally and relayed through local independent television stations. The programs primarily contain songs and news from Bollywood. Most of the programs are broadcasted for few hours during the weekends and supported by local ethnic advertisers such as ethnic grocery stores, basmati rice or masala distributors, and local Hindi cinema halls. Indian programs have been relayed in the US for some time, but they are targeted only to the expatriates from the Indian subcontinent. The India-based or UK-based Indian channels such as Zee TV, Zee Gold, Sony Asia, and B4U are attracting the intellectuals in large number.

The Indian television industry can follow the lead of the Australian, British, Italian, German, and French television industries in international co-production through certain innovative broadcasting techniques. Prominent among them include – identification of new market opportunities, developing globally competitive broadcasting services, cultivating global mindset, delivering user-friendly broadcasting services and so on. The recent broadcasting innovations such as interactive television, high-definition television, the convergence of computing with telecasting, digital video assistants, virtual VCRs, and home theater technologies are extending the horizons of television as an ultimate mode of entertainment and advertisement in the new millennium (Guru and Mariswamy, 2014:146).

The invasion of sky by the satellite television also compelled certain major policy changes in the electronic media management in India. The Government of India liberalized the broadcasting and allowed the broadcasters irrespective of their ownership and management to uplink form India with a condition that they must abide by the norms and guidelines of government on advertising and broadcasting services. There was no restriction on foreign equity in production of software, marketing of television rights, airtime and advertisements. The emergence of private television channels in India brought about remarkable progress in the field of broadcasting management in the country. The new media of communication also allowed greater intellectuals participation. There also is a growing selection of satellite transmission and cable services available in India (Manjappa, 2015:225).
India became one of the world's top 15 global media and entertainment markets. The country has the third largest television market. The television medium has fundamentally reshaped Indian democracy and emerged as a critical social lever. The ownership patterns in Indian television, the divergences and commonalities across regional languages have boosted the status of television industry (Mehta, 2015:243). The television industry has grown commendably after the entry of foreign television channels which have made the television market highly competitive. The viewers are likely to switch over to DTT by 2021.

The electronic media in India have become more and more class self-conscious and displayed the sense of profit maximization which has cost national interest dearly. The power of media as watch dogs of public interest has certainly gone down greatly in India in the age of globalization. The ascendancy of a new kind of globalization of finance has made the process of media management vulnerable. The media institutions have become tools of intellectual hegemony imposed by the market forces which exercise media power in relation to economic issues and compulsions.

Competition from the satellite stations brought radical change to Akashavani and Doordarshan by cutting its intellectuals and threatening its advertising revenues at a time when the government was pressuring it to pay for expenditures from internal revenues. The global media conglomerates have shown interest in Indian broadcasting market and launched regional television news channels. These developments have brought about an era of competitive broadcasting in India despite certain disadvantages. The electronic media in India are by and large subjected to state and private ownership. The media functions are assessed by the scholars during different occasions. Media critics have lamented that media ownership and management patterns are largely responsible for the existing state of affairs of media in India.

The electronic media are known for infotainment, edutainment and advertisement priorities which have undermined the corporate social responsibility and professional ethics in India. The contributions of electronic media for the development of the nation are inadequate since these media have compromised with social obligations and developmental coverage due to certain in-built constraints and
cross-currents. The socio-economic issues are not seriously debated in the electronic media which are profit centered institutions. The critics have also noted that media serve the interests of state and corporate power which are closely interlinked. The propaganda of state controlled television and radio are widely ridiculed in the Indian public arena.

India has experienced the bright side and dark sides of globalization from economic development and media management points of view. India has also emerged as a prominent media power in the world over a period of time. The culture of Indian media is also changing due to several factors including media imperialism of dominant powers which rule the roost in the media and economic sectors. The media industry has undergone sweeping changes in India in the age of globalization. The sovereignty of the nation and autonomy of the media are affected by the neo-colonial forces which own, control and direct the media which have become the main carrier’s consumer capitalism in India and abroad. The Indian corporate sector has primarily depended on corporate advertising and communication practices to generate income and build reputation in the present times. The reckless liberalization of economy and ruthless media imperialism has created a new consumerist society in India over a period of time. The globalization of media in India poses a wide range of questions which need to be answered by the stakeholders of national development. Under these circumstances, the state should design professionally sound and socially accountable regulatory and governance mechanisms for electronic media management which need to be put in place in the modern times in India.

1.5 Broadcasting Reform in India

Electronic media are the most powerful media because of their audio – visual impact on the minds of the people and their greatest reach covering all sections of the society in a big democracy like India. India is a prominent broadcasting power in the world. The All India Radio continues to be the largest radio network in the world while Doordarshan is the second largest terrestrial television network in the world. Indian broadcasting is also governed by well defined principles and practices. Broadcasting in India was controlled by the state entirely before the era of economic liberalization.
The Indian Telegraph Act of 1885 ensured the concentration of all powers of wireless broadcasting in the hands of the then British government. The Indian Wireless Telegraphy Act, 1933 came into existence to deal with the possession of wireless apparatus and receivers which were not part of the earlier Act. The Government of India brought about five amendments to this Act between 1957-1974. The term ‘Telegraph’ was expanded to any telegraph line, appliance, or apparatus for the purpose of affording means of telegraph in independent India. The government monopoly over radio and television broadcasting derives from this Act.

Broadcasting was literally confined to radio in the beginning in India. The Indian Broadcasting Company was established in 1927 to provide radio service in the country. In 1930, broadcasting was placed under the control of the Department of Industries and Labor, Government of India. The Indian State Broadcasting Service began broadcasting in 1932 under the banner of British Broadcasting Corporation. In 1936, the nomenclature of the Indian State Broadcasting Service was changed to All India Radio. In 1937, the organization was transferred from Department of Labor to the Department of Communications. In 1941, it was transferred to the new Department of Information and Broadcasting. In 1947, it became the Ministry of Information and Broadcasting after independence.

The Constitution of India was brought into force on January 26, 1950. The Constitution of India is the basis for broadcasting management in India since independence. Article 19(1-a) ensures freedom of speech and expression to all citizens of the country while Article 19(2) places certain reasonable restrictions upon this freedom in the interests of the sovereignty and integrity of India, the security of the state, friendly relations with foreign states, public order, decency or morality, or in relation to contempt of court, defamation or incitement to an offence.

The Government of India passed the Cinematograph Act in 1952 which created an apparatus for the censorship of films intended for public viewing. The Board of Film Certification functions according to the restrictions in Article 19(2) of the Constitution. The Act was amended 7 times between 1953 and 1984. Chanda Committee (1964) recommended that confidence in the faithfulness of government information should be generated. It provided the basis for broadcasting management during sixties and seventies.
Doordarshan began television broadcasting on September 10, 1959 in Delhi. Vikram Sarabhai was the founder of satellite communication in India. He played a crucial role in the conduction of indigenous satellite development programmes when Indira Gandhi became the Prime Minister in 1966. There was expansion of television in the decade of 1970s. The Bombay station (1972) came into existence as the second television center in the country. It was followed by stations in Amritsar and Srinagar (1973), Calcutta, Madras and Lucknow (1975). The relay stations were also set up in a number of cities to extend the coverage of the regional stations. Sarabhai was instrumental in launching the Satellite Instructional Television Experiment in 1975.

The national emergency (1975-77) paved the way for the country’s first suspension of democratic rights including the freedom of press. Progressive thinkers and activists opposed the emergency and courted arrest voluntarily. Lokanayak Jayaprakash Narayan led the total revolution movement in India against the undemocratic and unconstitutional suppression of fundamental rights by Indira Gandhi.

The Government of India headed by Morarji Desai presented the ‘White Paper on the Misuse of the Mass Media During the Emergency’ and constituted a working group headed by eminent journalist B.G.Verghese to examine the issue of autonomy for Akashvani and Doordarshan. The working group recommended autonomy to electronic media within a government framework. Indira Gandhi returned to power in 1980 and formulated new policy guidelines for the official media under the title ‘News Policy for Broadcast Media’ on the basis of the recommendation of G.Parthasarathi Committee (1982). The policy was deliberately made by the government to explore new areas of national development.

The government appointed a Working Group on Software for Doordarshan under the Chairmanship of P.C.Joshi in (1982) to prepare a software plan for Doordarshan in accordance with the objectives of national development. The committee made specific recommendation to reform the functioning of Doordarshan under the leadership of the Director General. The news of assassination of Indira Gandhi was delayed by the official media and raised serious doubts about their professional independence. The Delhi High Court ruled that the fundamental right to
freedom of speech on Doordarshan should not be curtailed by a departmental rule or instruction. The Supreme Court also ordered that Doordarshan being a state controlled agency maintained by public funds should not deny access to the screening of any full except on valid grounds. In 1983, limited numbers of television signals were available to the people but by 1985 it was about 56%. By 1990 about 90% of the population had access to television signals.

The government headed by V.P. Sing introduced Prasar Bharati Bill in 1989 to ensure autonomy for the government media. The Bill was passed in 1990 with a provision for appointing a parliamentary committee to oversee the functioning of Akash Bharati Corporation. P.Upendra, then Minister of Information and Broadcasting argued that a special status was accorded to the corporation. But the Bill was not enacted for several years due to lack of political will and commitment. In 1993, Doordarshan merged the new second channels in Delhi, Bombay, Calcutta and Madras and networked them under the banner of Metro Channel or DD2. The Metro Channel was further extended to cover 18 cities. The Central Government enacted the cable law in 1994 in order to register all cable operators and enforce a programme code.

In 1995, Doordarshan launched the International Channel to beam programmes to West and South Asia. Doordarshan also launched a 24 hour satellite–distributed movie channel in the same year. The DD3 was also launched toward the end of 1995 as a niche channel with good number of colorful programmes. In 1995, the Supreme Court ruled that airwaves constitute public property which must be utilized for advancing public good. The court also directed the Central Government to take immediate steps to establish an autonomous public authority to control and regulate the use of the airwaves. The Sengupta Committee (1995) recommended that a provision be made to the Prasar Bharati Act providing for the creation of an independent Radio and Television Authority of India in order to grant licenses to satellite channels, domestic or foreign and permit them to uplink from Indian soil.

The Government of India constituted the Sub-Committee of the Consultative Committee under the Chairmanship of Ram Vilas Paswan in 1996 to examine the issue of national media policy. The committee recommended thus: “The broadcasting
should observe a greater degree of responsibility and sensitivity to Indian culture and ethos and cater to the developmental requirement of the country. The national broadcasters - Akashavani and Doordarshan should bear the responsibility to offer a high quality public service broadcasting that informs, educates and entertains the people and also provide coverage to national events. Direct or indirect foreign equity participation in companies entering the field of private broadcasting should not be permitted. The integrity of the Indian Skies is as important as her territorial integrity. The foreign satellite channels must also be brought within the ambit of the corporation”.

The Central Government had also constituted another Joint Select Committee headed by Sharad Pawar in 1997 to examine the Broadcasting Bill and make recommendations on issues like foreign equity and cross-media holdings. The committee ascertained the views of various people on broadcasting across the country. The meeting of the committee never took place and the purpose of constituting the committee was not served well for political reasons.

The Government’s decision to implement Prasar Bharati – with the prospect of greater autonomy for Doordarshan and AIR – is a momentous step in the history of public service broadcasting in India. The Government in the mid 1990s not only looked benignly at the mushrooming of commercial radio and television but became an active participant in the commercialization process. The objective of broadcasting in the public interest, always under strain from the exigencies of political expediency, is now under strain from the exigencies of political expediency, is now under even greater pressure from commercialism (Sinha, 1998:341).

In 1996, the Ministry of Information and Broadcasting drafted a note for the Union Cabinet on the new broadcasting law dealing with Direct to Home Broadcasting Services. The Central Government finally introduced the Broadcast Bill in May 1997 on the basis of constitutional provisions, committee reports and court judgments. Several issues and concerns were considered and expressed in the Bill. The Bill was referred to a Joint Select Committee of Parliament to make appropriate changes and modifications with a focus on professional and national implications.
The United Front Government headed by I.K.Gujral notified Prasar Bharati Act on September 15, 1997. The new legislation provided for the provision of a parliamentary committee to oversee the functioning of Prasar Bharati Corporation. But it was decided to scrap the committee since it was a major impediment to the autonomy of the corporation.

Commercial telecasters generally want to maximize revenues, where as free speech advocates generally want to maximize diversity and the amount and quality of content. Furthermore, broadcasting freedoms are instrumentally important to the other goals of those interested in civil and political rights. Citizens are entitled to a wide range of opinions from a wide variety of sources. The governments are entitled to regulate the transmission of certain types of contain by enforcing broadcasting codes. The human rights treaties say that government should follow certain procedures when regulating speech and expression. The government should also facilitate the presentation of views alternative to its own and those of the private broadcasters (Templeton, 1998:365). The Broadcasting Bill was known for the human rights perspective.

The Ministry of Information and Broadcasting permitted the up linking of television programmes in 1998 but only through the facilities of the then public sector Vidhesh Sanchar Nigam Ltd. (VSNL). The Indian broadcasters were authorized to use their own up linking facilities through the C band without having to rely exclusively on VSNL in 1999. The Ministry issued certain guidelines for up linking from India in July 2000. Subsequently, the Central Government passed guidelines regulating DTH in India. Cross-ownership restrictions were also placed with a view to ensure about 20% equity share in a broadcasting and/or cable network company.

The Communications Convergence Bill, 2000 was aimed at creating a single regulatory authority (Communications Commission of India) that would repeal the Indian Telegraph Act 1885, the Indian Wireless Telegraphy Act 1933, the Telegraph Wire Unlawful Possession Act, 1950, and the Telecom Regulatory Authority of India Act, 1997. According to the law, no person is allowed to use any part of the spectrum without assignment from the Central Government or the Commission. It further provides that no person is allowed to own or provide any network infrastructure.
facility, or provide any network service, application service or content application service without a license granted under the Act. In addition, no person is permitted to possess any wireless equipment without obtaining a license under the Act. The Information Technology Act was enacted in 2000 to deal with a number of issues that arose from the increasing use of the Internet in commercial transactions, and to bring this emerging technology into the scope of the law.

The Ministry of Information and Broadcasting enacted the Broadcasting Bill in 2007 and provides for the setting up of a Public Service Broadcasting Council comprising six members appointed by the Central government from amongst persons of eminence in public life, media and civil society and one representative of Prasar Bharati. The purpose of this bill was to ensure the broadcasting of fair and balanced news. The bill envisages that television advertisements should not pollute the culture and environment for economic gains.

The Supreme Court opposed the privatization of broadcasting observing that private broadcasting, even if allowed, should not be left to market forces, in the interests of ensuring that a wide variety of voices enjoy access to it. The Court saw a potential danger flowing from the concentration of the rights to broadcast/telecast in the hands of (either) a central agency or of a few private broadcasters (Kumar, 2012:196). The Government of India drafted the Broadcasting Services Regulation Bill, 2007 in response to the court observation.

The Draft Broadcast Regulation Bill recognizes that ‘the airwaves are public property’ and therefore it is necessary to regulate the use of the airwaves in the national and public interest. The Bill proposes the establishment of an independent authority, the Broadcasting Regulatory Authority for the purpose of regulating and facilitating the development of broadcasting services. All television channels, whether Indian or foreign, would also be required to register and to comply with the Programme Code and Advertising Code laid down in the 1995 Act. The Bill also makes it mandatory for broadcast channels to transmit at least two Doordarshan channels and one regional channel of a state in the prime band. The Government thought of regulating the use of such airwaves in national and public interest, particularly with a view to ensuring proper dissemination of content and in the widest possible manner.
Telecom Regulatory Authority of India (2008) made certain recommendations on restructuring of cable television services in India since it has jurisdiction over spectrum allocation decisions. The most significant recommendations propose the replacement of the present system of registration for Local Cable TV operators (LCOs) with a licensing framework, and the creation of a separate licensing provision for Multi-System Operators. The Government of India enacted Prasar Bharati (Broadcasting Corporation of India) Amendment Act on March 28, 2008 and declared the Chairman as the part time member with a term of office of 6 years. The executive members were considered as full time members with a term of office of 6 years.

The economic reforms and policy of liberalization, privatization and globalization have a direct bearing on the structure, nature and working freedom of the mass media in India. The vernacular press and TV channels are catering greater numbers of readers and viewers in India. The viewers of electronic media and the users of new media are also increasing by leaps and bounds making the people fully involved in the public affairs. The increasing economic interests of the owners of the private media are also effecting the media’s credible contribution as fair opinion makers.

Telecom Regulatory Authority of India (2014:360) made certain recommendations on ‘Issues Relating to Media Ownership’ in India. It reads: “The television and print should be considered as the relevant segments in the product market. Once private radio channels are allowed to air news generated on their own and become significant in the relevant market, a review of the cross media ownership rules should be undertaken. Mergers and Acquisitions in the media sector will be permitted only to the extent that the rule based on Herfindahl Hirschman Index (HHI) is not breached. The pending enactment of any new legislation on broadcasting, specified disqualifications for the entities in entering into broadcasting or television channel distribution activities should be implemented through executive decision by incorporating the disqualifications into rules, regulations and guidelines as necessary. The editorial independence must be ensured through a regulatory framework free from governmental interference. There should be single regulatory authority for television and print media. The appointments to the regulatory body should be done through a just, fair, transparent and impartial process”.
These recommendations should be strictly implemented in India in order to address the immediate issue of curbing unhealthy media practices. The role and performance of electronic media institutions should be examined by the independent regulatory body in order to ensure responsible management and performance of electronic media in India.

Globalization of media has posed serious threats to the local culture, professional ethics and social responsibility of communications media. The electronic media in India are not exempted from this experience. Broadcasting management has been subjected to certain reforms in India in the age of globalization. Several policy makers and media scholars have focused the attention of government on the need for broadcasting reforms in view of the increasing competition issues in television and broadcasting. The broadcasting environment needs to be reformed in India in order to ensure better programme standard and protection of public interest. The Prasar Bharati Corporation should ensure fair and effective competition in the provision of broadcasting services in modern times. The airwaves are public property which should be used for the larger public good. The broadcasting laws are enacted in India from time to time to protect Indian values, culture and people. The public and private broadcasting services should be delivered on the basis of certain built-in restrictions on the freedom of broadcasters in the interest of listeners and viewers, according to the Broadcasting Bill.

1.6 Social Significance of the Study

The scholars have observed that the peripheral countries are not integrated into the global economy which reveals the exclusion of poor and marginalized sections of global society from the mainstream of global economy. The media have become prominent tools of profit making in the age of globalization. Scholars have examined the relationship between globalization and communications media to a limited extent. The corporate social responsibility of media in the age of globalization has not been subjected to an extensive scientific investigation. In particular, the management of electronic media in the age of globalization has not been investigated by the researchers in India. Hence, it was decided to systematically evaluate the impact of globalization on electronic media in modern times with special reference to South India.

1.7 Statement of the Problem

The relationship between globalization and media has been subjected to scientific media research in the world. A review of relevant literature suggests that the impact of globalization on electronic media in South India has not been systematically evaluated by the researchers till date. The present investigation was carried out in South India on the basis of following considerations.

- Electronic media have become instruments of infotainment, edutainment and advertisement in the age of globalization.
- Electronic media services are absolutely commercialized since market forces control them in the age of globalization.
- The media regulations in India were formulated to safeguard the culture, value system, and public interest despite globalization of media.
- India cannot have the luxury of free, unaccountable and irresponsible electronic media in the age of corporate social responsibility.
- Formulation of national broadcasting policy becomes highly imperative in India at this juncture of globalization of economy.
1.8 Objectives of the Study

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

1. Assess the impact of globalization on electronic media policy in India.
2. Analyze the impact of globalization on electronic media institutions in India.
3. Study the impact of globalization on electronic media services in India.
4. Examine the impact of globalization on corporate social responsibility of electronic media in India.
5. Evaluate the impact of globalization on electronic media ethics in India; and
6. Suggest appropriate electronic media strategies for the protection of culture, environment, professional accountability and public interest in India in the age of globalization.

1.9 Presentation of the Study

The thesis contains five chapters. The first chapter introduction presents the salient features of the study such as media and globalization, foundations of electronic media management, impact of globalization on electronic media in India, broadcasting reform in India, social significance of the study, statement of the problem and objectives of the study.

The second chapter review of literature presents the brief review of past studies under different headings such as broadcasting and culture, broadcasting and society, broadcasting and economy, broadcasting and politics, globalization and broadcasting and broadcasting and corporate social responsibility.

The third chapter research methodology contains the essentials of the present investigation such as focus of the study, hypotheses of the study, variables of the study, research design, selection of study areas, selection of study sample, statistical analysis and definitions of the terms used in the study.
The fourth chapter data analysis provides the results and discussion of the present investigation under different compartments namely demographic features of the sample, impact of globalization on electronic media policy in India, impact of globalization on electronic media system in India, impact of globalization on electronic media technologies in India, impact of globalization on electronic media services in India, impact of globalization on electronic media ethics in India and impact of globalization on corporate social responsibility of electronic media in India.

The fifth chapter conclusion consists of findings of the study, testing of hypotheses, limitations of the study, implications of the study and implications on future research. The last part of the thesis indicates the bibliography, questionnaire and selects photographs.

1.10 Summary

Globalization has embraced all walks of life in the world. The impact of globalization on media institutions is also subjected to scientific evaluation. The world has witnessed the emergence of a global oligarchy of first tier corporations, which own and operate a variety of mass media contents and distribution technologies including: television, radio, film, music, broadcasting, satellite, telecommunication, cable, newspapers, magazines, publishing companies, Internet content providers, and other forms of converged digital media. The media institutions have become profit centered institutions in the age of globalization. Past studies have emphasized that global media adversely affect local culture, value system, political economy and public interest because of increasing media monopoly and imperialism. The electronic media are adversely affected by the process of globalization than other communications media according to empirical evidence. The present investigation was carried out in South India to examine the impact of globalization on electronic media in modern times.