CHAPTER I
INTRODUCTION

1.1. Prologue

FM radio stations are owned, managed and controlled by the market forces in the age of globalization. The growth and development of FM radio contains three phases in India. In Phase III of FM licensing, smaller towns and cities are opened up for FM radio. The Government of India has permitted the FM radio stations to rebroadcast news from All India Radio, as long as they do so without any changes or additions. The Supreme Court of India directed the Government of India to change the rules and allow FM stations to broadcast news reports which benefitted the people. The Government of India has also formulated the FM radio policy to ensure responsible broadcasting in the country. Experience reveals that the new private FM channels could also change the advertising scenario in India. The sector accounts for around 4 per cent of the country's total advertisement industry. FM radio is poised for a remarkable growth in India. The impact of FM radio on listeners in Karnataka was examined primarily in the present study. The communications media in India, FM broadcasting in India, uses and gratification approach, social significance of the study, statement of the problem and objectives of the study are furnished in this chapter.

1.2. Communications Media in India

India is the treasure house of traditional and modern media of communication. India has produced great sages, saints and scholars who are acknowledged as great inter-personal communicators. The Indian folk media have served the society as traditional schools of learning since times immemorial. The folk songs, folk dance, folk theatre forms and folk traditions constitute the reservoir of folk media in India. Most of the national leaders including Gandhi were great journalists and communicators. The press in India had played a historical role in the national freedom movement, states Ram (2011:151). The press also played a crucial role during national emergency as the angel guardian of democracy and freedom of press. India is in the forefront from communications media development and management point of view. The All India Radio and Doordarshan are regarded as the largest radio network and terrestrial television network in the world. India has also achieved remarkable progress in the fields of tele-communication, satellite communication and computer communication. India also leads the world in respect of social media use. The research and development organizations have also created viable extension communication across the country at the community level. Indian media industry is expected to cross US$ 200 billion by 2015.
according to the analysts. The Indian media tradition reflects the cultural, historical and political legacy of India.

Print Media in India

The newspapers, magazines, journals, reports, books and other formats basically constitute the print media in India. The Indian press was launched by James Augustus Hicky in 1780. Raja Ram Mohan Roy is the founder of Indian language press. At present, there are about 80,000 dailies and periodicals which are brought out in English, Hindi and other vernacular languages. The print media in India also earn revenue from circulation, advertising and job printing sources. Shyam Parekh (2013:137) observed that the newspapers continue to reach more people than the Internet. The news publishing business has become one of constant updating, of monitoring, distilling and repacking information, observes Shyam Parekh, editor of DNA, Ahmedabad. Practically, the print media enjoy professional autonomy in India. They are more time-efficient and effective than other media of communication for the advertisers.

Scholars have opined that the print media have moved opinion and commentary to the front page while the editorial page served the purpose of the voice of the newspaper organization. The print media continue to exercise a large degree of independence on the strength of big business houses in the age of economic liberalization. India has also prominent news agencies like Express News Service, the Press Trust of India and the United News of India which have functioned effectively in India. There are a good number of small news agencies which provide constant news services. In the age of economic globalization, the government regulation of access to newsprint was liberalized. The entry of Foreign Direct Investment in 2002 changed the contents of the newspapers to cope with the broadcasting media which posed serious competition to print media in India. The newspaper sale in the country has increased by 15% in 2014 according to Audit Bureau of Circulation.

India is also one of the largest markets in the world of newspapers followed by China and Japan. The press in India has boomed due to economic liberalization and entry of FDI, according to Manjula Rajagopal (2012:149). Amartya Sen(2012:163) states : “There has never been a famine in a democratic country because the news about food shortages or distribution failures cannot be hidden and suppressed. Globalization has posed series of challenges to the print media which command impeccable reputation for their historical role before and after independence in India”.
India and China are regarded as ‘the world absolute leaders in the newspaper industry according to WPT (2009). The press in India marched towards remarkable progress in the aftermath of economic liberalization, comments Mammen Mathew (2011:112). The Indian press witnessed series of changes in the decade of 1990’s on account of change of political economy of the press, fierce competition from the satellite television channels, increase of advertising revenue, more purchasing power of the people, better literacy status, market driven economy, corporatization of the press and growth of vernacular press. The country witnessed ‘Indian newspaper revolution’, reports Jeffrey (2000:82).

Keval J.Kumar (2010:96) advocates that press is a public institution which should function effectively as the angel guardian of public interest. He observes: “Newspapers in India, especially the local and business sections, are packed with reports and features that have their source in press releases and backgrounders issued by social, political and business groups who wish to publicise their activities. The biggest challenge to professional journalism today comes from new blogs on the Internet; most newspapers, news magazines and television news channels run their own news blogs in response to the challenge”. The scholar has critically analyzed the role of press in India in the present times.

“The rapid technological changes, which the print media is adapting to survive, has brought about far – reaching changes in the contemporary media scenario. The leading newspapers are taking to online journalism in a big way. Several leading print media organizations have been developing comprehensive websites of their own, which regularly cover interviews, chat shows, business and economy news, lifestyles and entertainment”, note Aggrawal and Gupta (2001:03).

Ninan (2007:124) writes: “Hindi newspapers, harbingers of nationalism at the turn of the century, had witnessed more material change by the turn of 21st century. They busted with contour supplement and marketing coupons even as they brought politics, sports and news to rural and urban homes”. The Indian press achieved remarkable progress in the age of globalization due to the entry of local market forces into print media in India. Certain trends such as infotainment, editorialization of news, commercialization of services, westernization of Indian newspapers and magazines were also witnessed by the people in India. The Press Council of India vehemently opposed the entry of FDI in print media with due respect to national sovereignty and social responsibility of media.

Somanath Chatterji (2007:35) former Speaker of Lok Sabha states: “The days of great editors who virtually set the standards of impartiality and independence that became an integral part of the print media are not to be found anymore. But unfortunately other factors
came into play. Chief among them was the advent of technology that made it possible to print millions of copies and said pages of computer, making production not only fast but more economical. Then the satellite age made it possible to send content from one office to another so that local editions could be produced simultaneously. Another factor was the burgeoning advertising industry and the enormous amounts of money it poured into the newspaper and journals. Indeed, it is said that today some newspapers can afford to give away their copies for free since their revenue, that may run to crores of rupees”.

The liberalization of economy and entry of FDI in Indian media also paved the way for increase in the foreign contents in the Indian press. The foreign journalists also found place in the Indian print media and championed the neo-liberalism. Some innovative experiments are made by the editors of Indian press. The editorial pages are dropped and opposite editorial pages provide more opinions and analyses. The modern Indian newspapers have found the new digital markets which have grown in the rural areas also. The print media in India enjoys better circulation and readership especially in the language sector, states Manjappa (2014:110). The National Readership Survey (2014) reported that there were an estimated 230 million readers of daily newspapers and 240 million readers of all publications in India.

In the present times, more importance is now given to the marketing division of a newspaper rather than editorial department. The marketing department has gained an upper hand over the editorial department because salability of news matters most than the quality of the news. The national news is relegated to the inside pages because of the influence of FDI and globalization of media. The Hindu (2007:183) has pointed out that this tendency of the newspaper is the direct impact of liberalism and consumerism. The news relating to poverty, hunger, ill health, malnutrition, famine, unemployment etc. that affect the lives of the millions of people in India are trivialized. The urban and rural divide and rich and poor divide are increasing in the age of globalization. The print media have a social obligation in the country and function as effective watch dogs of public interest. The press and the government are required to function in a climate of understanding and partnership in order to protect the national interest and facilitate the inclusive development of the disadvantaged sections of the society in future.

Mariam Mammen Mathew (2012:113) observes: “The urban youth are turning to TV, online and mobile”. The situation is quite promising for the Indian print media because the number of publications is constantly increasing due to several factors such as – ability of the print media to provide more space for public issues, capacity of the print media for better agenda setting, credibility of the print media as informal universities, reputation of the print
media as effective watch dogs of public interest, role of print media as active engagers, emergence of online journalism, development of print media organizations into multi-media platforms, increasing number of investigative and advocacy oriented writings, growth of economy and purchasing power of the people and steady increase in the national literacy status, state Guru and Mariswamy (2014).

The press in India is adversely affected by the economic recession, change of audience behavior, news consumption patterns of readers, migration of readers to the web, mobile platforms and social media, digital communication, online journalism and other factors according to empirical evidence. Scholars have reported that the economic foundation of Indian press is collapsing due to new media revolution like web, mobile and newer interactive digital platforms. In the age of, modern newspapers have created websites to offer rich, many-sided and multimedia contents. The Indian print business continues heavily to subsidize digital journalism which has put pressure on newspaper circulation, readership and business. In reality, the press in India has been losing readers in 15-25 age categories to television and Internet. The readers are also getting news freely through the growing number of news sites on net and mobile news groups. The television news channels are also providing the free news to the viewers constantly. Social media revolution has resulted in the increasing number of bloggers and v-loggers in the modern society.

Guru (2010:63) laments : “Contemporary Indian journalism is under the control of market forces which are wedded to statusquoism. The present generation of professionals is reduced to that of executives who are required to sell the newspapers and periodicals at the cost of professional ethics and integrity. Journalism is also shaped by the relations of power and by the institutional priorities within the organizations that employ them. The actions of journalists are constrained by the compulsions and pressures which reflect the vested interests of the market forces which dominate Indian journalism. Experience reveals that the present generation of journalist has become the passive participants of journalism which is converted into a profession instead of a socially accountable mission. Journalism needs to be redefined on the basis of the ideology and practices of Pulitzer, Salisbury, Northcliffe, Tilak, Gokhale, Gandhi, Ambedkar, Nehru, Lohia and other champions of professional ethics and justice. It is high time Indian journalism becomes a platform for professional excellence and corporate social responsibility instead of an ingredient of the economic and political power game”.

The Indian press industry is gaining 10% every year in spite of certain challenges and constraints. In the present times, the readers prefer their news on a tablet computer. The cost of production and distribution of newspapers and periodicals is also increasing. The print
media market in India is extremely price-sensitive and the status of circulation of the press naturally affects the advertisement tariff and revenue. The press in India has witnessed several ups and downs financially and professionally. The growth trends in circulation and readership are especially strong in the Indian language sectors of the press, led by Hindi. The Indian publishers are in a better position to get a good share of advertising revenue. The dramatic expansion of the regional press including Hindi press over the last quarter-century demonstrates the strong link between political mobilization and newspaper circulation, according to the Indian Readership Survey (2013).

Scholars have expressed optimism about the future of Indian press. They have predicted further development of Indian press on account of improved literacy, purchasing power, social mobilization, political excitement, technological advancement and aggressive journalism. But, the logic of capitalism has driven newspaper expansion as a potential readership according to media critics. The Press Council of India has taken serious note of certain unhealthy practices of Indian press such as concentration of ownership, devaluation of editorial functions, hyper-commercialization, price wars, paid news, private treaties with corporate, bribe-taking and downgrading the professional ethics and social obligations.

Ram (2000:150) made a critical appraisal of the Indian press thus: “The discovery that on vital matters such as mass hunger, deprivation, and a sudden collapse of entitlements, timely and relevant information makes a qualitative difference to the way public opinion is shaped and official policy is made to respond is somewhat flattering to the self-image of professional journalism. In a sense, it begs a much larger question. It depends on the kind of independent, or relatively independent, role that newspapers and other news media are allowed to play in society; and this in turn depends on the political system and practice, the constitutional and legal safeguards and the information cultures that prevail in the country in question. Under ideal circumstances, the purpose and tendency of press reporting, criticism, investigation, and even watchdogism may be to improve the government or reform the system”.

Radio Broadcasting in India

The British colonial rule was responsible for the commencement of radio broadcasting as an instrument of political propaganda in India. It was developed as a prominent means of communication in the post-independence era in India. Radio has certain in-built characteristics that have made it an inexpensive medium of communication and the actual number of listeners has absolutely no effect on production expenses. The public radio and
private radio have developed in India over a period of time on account of territorial spread, notional reach of the population and development broadcasting services. According to the latest statistics, 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 according to Media Scenario March (2014).

Keval J Kumar (2010:96) writes: “The All India Radio and Doordarshan continue to act as ‘media units’ of the Ministry of Information and Broadcasting. The radio industry works in close collaboration with the Phonographic Performance Ltd, the body that represents the interest of music companies and the Indian Performing Rights Society which charges royalty from radio stations. The radio is indeed a profitable enterprise; the rush for FM radio auctions during the three phases of radio expansion (from 2000 to 2008) is clear testimony of this”.

Manjappa (2014:110) states: “The program and other internally generated revenues account for between 0% and 100% of revenues. In the present times, 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”.

In reality, radio broadcasting in India has become highly accessible to the people in urban and rural areas. The special audience programmes have attracted large number of children, adolescents, women, farmers, workers and other sections of society. The listenership of radio has either dropped or reached a plateau in India according to the empirical evidence. The community radio, FM radio and web radio have become added advantages in the recent times. The community radio stations facilitate decentralized and localized broadcasting services in the urban, rural and tribal areas. India is also known for a great spurt of FM stations which posed challenges to the AM radio broadcasting. The Indian Media Scenario March (2011) observes that 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. Modern radio takes many forms, including wireless networks and mobile communications of all types. The radio continues to be a decent medium of communication. But the language, contents and focus of FM stations are not up to the mark professionally.

**Television Broadcasting in India**

The electronic media have grown considerably on account of liberalization of electronic media and granting of autonomy. Television has become the most popular and effective medium of communication in the world. In India, the television has enhanced its reach and penetration. Doordarshan is the public television institution which is owned, managed and controlled by the Prasar Bharathi Corporation. The private television channels are posing several challenges to the public telecasting in India. In the present times, there are about 1000 foreign and domestic television channels which are competing with Doordarshan in India. Television industry has grown in India remarkably due to several factors and circumstances. In the present times, there are about 1000 television channels (both foreign and domestic) which provide prominently infotainment and edutainment programmes governed by the economics of broadcasting according to the annual report of Ministry of Information and Broadcasting (2014).

Manjappa (2014:110) notes: “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”. There was worldwide surge of commercial television. The emergence of satellite and cable distribution of programming has dramatically increased the number of channels available in India and other parts of the world. The commercialization of national television systems has become an integral part of globalization process. The commercialization and self financing of Doordarshan was encouraged by the increasingly neo-liberal governments of the new age of economic liberalization which has facilitated networking among media professionals. This has revolutionized news, printing, editing and reportage.
Bhatia (2002:23) observes: “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”.

Several committees were constituted in the post-independence era to examine the question of autonomy to electronic media and reform the broadcasting services in accordance with the changing times and needs. The broadcasting system has been reformed subsequently. The Government of India enacted the Prasar Bharati Act, 1990. The Government of India liberalized the broadcasting policy since it viewed broadcasting media as profit centered institutions in the age of globalization. The All India Radio and Doordarshan were brought under the Prasar Bharathi Corporation in 1997. There was a definite policy shift in the management of electronic media in India after the Supreme Courts’ judgment (1995) which ordered that the airways should not be the monopoly of anybody in India. The satellite television has grown remarkably in India and other parts of the developing world.

Arvind Rajagopal (2001:148) notes: “The television is affecting the native language, tradition and culture. It has been shamelessly used by politicians to push their ideology. The television is also altering the ideology of masses and is misused by Hindu fundamentalists. Two mega serials-Ramayana and Mahabharata on television altered the political course of the country. Unfortunately, the regulations we have made to control the contents of television is totally inadequate”. The private television channels are known for broadcasting maximum entertainment and advertisement programmes which have not contributed to the healthy growth of the language, culture, human values and mankind in India. The satellite channels have continued to create local consumers for the products of multinational corporations.

Ram (2011:151) states: “The entry of multi-channel private satellite television without any regulatory framework in place has certainly made a major difference to the media landscape, observes He has also noted that the satellite television channels lack the journalistic experience and reserves of the press and function in a semi-mature or immature
environment. The proliferation of satellite television has occurred in the absence of better and richer choice of contents which have raised serious concerns about objectivity, accountability, rationality, professionalism and corporate social responsibility”. The sensationalization and trivialization of news have also attracted public criticism.

The Asian Age (2001) identifies the lapse of the government with respect to regulating the contents of private television channels. It reads: “The government may not have succeeded in publishing through a content code to regulate the country’s private television channels. Nevertheless, it does hope to tighten the screws on private channels where their content is concerned in the wake of what it says are increasing complaints regarding ‘undesirable content’ and ‘malpractices by cable operators’

Keval J Kumar (2010:96) comments: “Almost every major newspaper publish in India owns at least one television and FM radio channel. Political parties have followed suit, launching their own channels to propagate their own ideologies. All the over 40 TV news channels, including the public service Doordarshn, are commercial in nature as their primary source of revenue is advertising. It appears that the TV industry is going the newspaper way, with a similar revenue model”.

In India, there are over 700 million television viewers each representing distinct culture, languages, and disparate content preferences. Increasing audience segmentation is encouraging broadcasters to launch new and differentiated channels and innovative packaging. Because of the advantages digital mode offers in terms of better quality of picture and services, it also indicates efficient utilization of available spectrum, and various interactive and niche services. For advertisers who are continuously looking to reach out to their unique target group, digitization allows them to customize their offerings according to content, viewership, and distribution of the channel. For unique content networks like Discovery Channel, which is available in five language feeds - English, Hindi, Tamil, Telugu, and Bangla, digitization gives added value to the subscriber to choose the language of their choice with the click of one button on the remote. Indian television industry is at a transformation stage on all fronts - content, viewership trends, transmission platforms, and overall viewing experience. Digitization will further fuel this change.

Guru and Mariswamy (2014:62) write: “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”. The invasion of sky by the satellite television also compelled certain major policy changes in the electronic media management in India. The liberalization of broadcasting services has made considerable difference in India. The emergence of private television channels in India brought about remarkable progress in the field of broadcasting management in the country. 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 challenges and constraints.

Film Industry in India

The Indian film market has been expanded and Indian Diaspora is taking active part in both film production and film viewing. India is producing the largest number of news reels, documentaries and feature films in the world. Most of the feature films are produced on the basis of box office economics with a view to earn money at the cost of professional excellence and artistic norms. The Government of India have declared film making as an industry and the banks and other financial institutions have come forward to provide financial assistance to the film makers. The National Film Development Corporation has also provided subsidized financial assistance for the production of quality-oriented new wave films in the country. The Indian film industry needs to be disciplined through proper norms and guidelines in order to safeguard public interest. The Indian film industry has to rise to the occasion in meeting the demands of the people and fulfilling the constitutional obligations.

India has achieved commendable progress in the film communication sector. India emerged as a prominent film making country in the world. India has also produced great film makers who have earned international reputation. The film makers have adopted the state of the art technologies and tested techniques of film making and brought reputation for the Indian film industry. Since beginning, the cinema has been a profit-oriented business enterprise in India. As the film industry gained new dimensions, the producers came in large number and produced commercial films on the basis of box office economics. Vilanilam (2005:194) comments: “How the movies contributed to the democratization of communication in society is evident from the fact that all over the world it is the most
common and economical entertainment for ordinary people”. The Indian film industry has grown both statistically and professionally. Basu (2005:18) notes: “With black market and corruption abounding in the country, businessman began to think in terms of easy money and quick returns. The inflationary war boom has been greatest encouragement for all and sundry to enter the various branches of the film industry in India”. The Hollywood also gained a foothold in India with special effects films and innovative approaches to film making in India. India has also produced a good number of new wave films which have attracted international recognition.

Thoraval (2000:184) states: “India is one of the rare examples of a non-western country where cinema was not simply confined to metropolis but penetrated to rural areas as well. The Indian public both in the cities and countryside consists of some of the most avid enthusiastic moviegoers to be found in the world”. The adventurous and enterprising film makers also explored the foreign market. Kohli (2006:94) stated that Indian films attracted the Indian Diaspora and earned adequate foreign exchange rates than the previous years. The Indian films earned more revenue from overseas than in India in the age of globalization.

The Indian film industry witnessed several changes in the age of economic liberalization. It lost its audience to the video clubs and video theatres. The invasion of Indian sky by the satellite television also adversely affected the business prospects of Indian film industry. Kohli (2006:94) further states: “Till the mid 80s, films had for worse – a captive audience. After the decline of Amitabh Bachchan, there was no other major star on the horizon that could attract both financiers and audiences. Video and cable TV cut the time a film had to recover its most in the theatres-to less than half. The cost of film production became very high under by 1993, this figure had gone up to 30-50 million. As viewers started hooked to soaps, there was no need to spend a lot of money on films. The satellite channels began buying under production rights or libraries. These developments, combined with alterations in policy, finally forced some structural changes in the film industry”. The Indian film field is blessed with internationally reputed directors, artistes and technicians.

In the new millennium, the film industry was enriched in terms of digital technology, multiplex and PRV theatres which sprung up in metros and motivated the audience to see a good number of Bollywood and regional films. The satellite channels also telecast leading Indian films and earned TRPs and revenues. Manjappa (2014:110) notes : “The satellite channels also began buying under-production rights or libraries. The bidding for films reached the terrific height in the new millennium. The result costs spiraled from an average Rs.50 million in 1999 to a whopping Rs.100-150 million for making the big budget film. The
foreign companies entered the Indian film market for the distribution of local films in 2001 on a commission basis. Some Indian companies forayed into music, home video, international and domestic distribution of films. The multiplexes, digital theatres and home video became three major sources of entertainment. The sheer permutations and combinations that a multiplex offers to mix films, shows, timings and prices-made it easier to make money”.

Guru and Mariswamy (2014:62) observe: “The recent entertainment tax policy of the government has also enabled the multiplexes to make about 70% gross margins. If multiplexes are changing film viewing patterns in the cities, the digital theatres are changing them in smaller towns and rural areas. This has added a pan-Indian flavor to the changes sweeping across film retail in India. The digital technology and digital theatre have added new dimension to film industry in India. The home video market also grew considerably in India since the prices of home video rights range from Rs.0.5 million to Rs.10 million. The Indian film industry has undergone sweeping changes in the age of globalization. The film industry has also welcomed the media conglomerates which have integrated the process of film making-from ideation to music, to production and distribution across the print media. This tendency has made it easier to capture the value of movies through ownership of rights for music, television, home video, overseas and so on. The economics of film industry has changed due to the domination of leading national and international companies. The overseas market has grown up considerably”.

New Communication Technologies in India

The telecommunication, satellite communication and computer communication technological applications constitute the gamut of ‘new media’ in modern society. India also achieved commendable progress in the field of communication science and technology. The telecommunication, satellite communication and computer communication technological applications constitute the gamut of ‘new media’ in modern society. The basis of the information revolution in India is the technological revolution in telecommunications, computers and electronic media. There has been a convergence of technologies relating to different areas of communication such as telephone, telegraph, radio, TV, Internet and data networks. The new media have been rightly considered as the instruments of development by the scholars all over the world. The new media have grown considerably in India which is heading in the right direction with the development of new media in modern society.
India has become a prominent nation in the world for the development and application of new communication technologies which have become effective instruments of education and development. Eminent communication scholars and scientists have prepared grounds for the conduction of new media experiments in the country. The new communication technologies have become prominent instruments of globalization of knowledge. India has become a prominent new media power thanks to the innovative measures launched by the policy makers in the age of globalization. Technological changes have transformed the speed, capacity and sophistication of telecommunication, satellite and computer systems. The digitalization of television, telephone, computer and other services has been accompanied a variety of alliances and projects. The digital divide continues to remain in India in the new millennium.

Keval J Kumar (2010:96) comments: “The Rajiv Gandhi government initiated the ‘information revolution’, opening up the Indian market to foreign investors; gradual privatization and deregulation of first telecommunications and later other industries, reducing import and excise duties on electronic goods, computer hardware and software, and providing other incentives for the development of the information industries. Communication satellites, cable, fibre optics, wireless technologies, networked computers and the Internet changed the very nature of mass media and telecommunications. But, it was the technological changes that made the new kind of social changes and economic changes possible”.

Guru and Mariswamy (2014:62) write: “The Tata Consultancy Services — established in 1968 by the Tata Group — were the country's largest software producers during the 1960s. The Indian Government acquired the EVS EM computers from the Soviet Union, which were used in large companies and research laboratories. The 'microchip revolution' of the 1980s had convinced both Indira Gandhi and her successor Rajiv Gandhi that electronics and telecommunications were vital to India's growth and development. Sam Pitroda brought about commendable telecom revolution in India under the leadership of Rajiv Gandhi. Eminent space scientists like Vikram Sarabhai, Abdul Kalam, U.R.Rao, Kasturi Rangan, Madhavan Nambiyar, Radhakrishnan and others developed India as a satellite communication power in the world. India also became a prominent power in the field of computer application since the Indian Government created three wide-area computer networking schemes in the 1980s namely - INDONET (intended to serve the IBM mainframes in India), NICNET (network for the National Informatics Centre), and the academic research oriented Education and Research Network (ERNET)”. 
The liberalization of Indian economy in 1991 also paved the way for the expansion of new media across the country. India achieved series of developments in the fields of telecommunication, satellite communication and computer communication by the end of the 20th century. The BSNL, Bharti Airtel, Reliance Communications, Vodafone and other organizations became the prominent institutions which played a crucial role in the telecom revolution in India. The Government of India initiated the development of e-governance in the country through India Portal, National Institute of e-governance, central repository of data, dissemination of information relating to best practices/innovations in e-governance, awards for best websites and innovative use of IT in the delivery of public services. The citizen service centers were set up for one stop and non-stop delivery of services to the public. The India Portal is a user-friendly portal of all government web sites for providing information and delivery of services on the policies and programmes of the government. Several state governments also launched innovative steps to promote e-governance across the country. Andhra Pradesh, Madhya Pradesh, Rajasthan and Karnataka emerged as model states in the application of new media for development purposes.

Manjappa (2014:110) notes: “In reality, India has become an information/data processing service provider to the world. In India, telecommunication has become a substitute for transport as the information collection role of transport is minimized due to information flows which are efficient and cost effective. The technological advances have made possible the unbundling of telecom services in India. The market based approach has been accepted and implemented in India which is known for investment de-licensing and free entry, rational pricing of natural resource, regulation of queasy natural monopoly elements and tax and subsidy for social objectives. The emergence of cable TV and wireless technology has brought about the natural monopoly position which has urban and rural utility. The government has complete authority over all physical channels of communication including television and radio broadcast”.

The social concerns are met through a cross tax subsidy scheme. There is no economic rationale for any license fees and charges on account of full cost pricing of all telecom services in India. In the present times, the social media have also become prominent tools of multi-faceted development of the country on the basis of interactive and democratized communication in urban and rural areas. India has also achieved commendable progress in the field of social media applications for multi-purposes. The recent Parliament Elections-2014 was conducted by the major political parties with the active utilization of social media for political mobilization and engineering the consent of the voters. The communication and
information specialists have adopted the state of the art strategies for the effective management of new media for various developmental activities in the new era.

The Future of Indian Communication Media

The media in India are by and large subjected to state and private ownership. The media in India have become more and more class self-conscious and displayed the sense of profit maximization which has cost national interest dearly. The media have grown enormously in India but today the demassification of media demassifise our minds as well according to Toffler (1992:187). 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. Under these circumstances, the state should design professionally sound and socially accountable regulatory and governance mechanisms for media management which need to be put in place in the modern times in India.

The media functions are assessed by the scholars during different occasions. Media critics have lamented that media ownership and management patterns are largely responsible for the existing state of affairs of media in India. The media are known for entertainment and advertisement priorities which have undermined the education and development obligations in the new millennium. The socio-economic issues are not seriously debated in the electronic media which are profit centered institutions. The critics have also noted that media serve the interests of state and corporate power which are closely interlinked. The propaganda of state controlled television and radio are widely ridiculed in the Indian public arena. But the press and new media are also known for manufacturing the consent of people in favor of the business and political endeavors of dominant powers in modern society.

Guru and Mariswamy (2014:62) state: “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”.

The growing media monopoly and the consequent alienation from the constitutional obligations have serious implications for the future of the media institutions in India. The critics of globalization have given a serious thought to the formulation of national communication policy in India in order to safeguard the public interest in accordance with the ethical norms, professional obligations and constitutional provisions. Somanath Chatterji had called upon the owners and professionals to function responsibly in Indian society. Sham Lal (2003:101) cautions: “Whatever the media gurus might say the truth is that a visual culture, for all the extravagant hopes invested in it will remain a matter of service. The idea of death is strange to it. How can it be otherwise when it is run by market forces and rigged competition permits new hegemonies not only in the field of new industries but also in the media in any case unjust to blame the media alone for trivialization. The business of commodifying is a collective enterprise in which the main actor on the political stage plays a more decisive role and those who merely report or comment on what goes on in places where big decisions are made. In teledemocracy many speak. In the first many are lost in one; in the second one is lost in many. In a pathological, pluralistic society like India, a government can find lose its way assigned as it has all the time to buy many discontent voices each imploring to go in different directions. The media does its bit in adding to the mayhem. Looking at the way the television is conducting itself is clear that all the evils of globalization is being manifested through various television programmes.”

The mainstream electronic media have failed to check the menace of globalization in India. The electronic media have resorted to mind pollution, guerilla advertising and other unethical practices which have harmed the public interest in India. The tendency of cross ownership has brought about the decline of the standard of broadcasting in India. However, All India Radio and Doordarshan have not compromised with professional and constitutional obligations and standards. They are facing the worst possible competition from the private channels which have taken the professional values and audience for granted. Hence, the functioning of electronic media including the private channels needs to be disciplined and standardized in India through proper broadcasting policy initiatives.
As regards new media management, the policy makers are required to formulate new media policy with a view to expedite the processes of decentralization, democratization, localization and humanization of new media. The intelligent and active application of social media for various developmental endeavors should be spelt out in the new media policy of the government. The mainstream media in India (both traditional and modern) have failed to translate the constitutional obligations into realities in the post – independence era. The communications media in India continue to remain as the class media rather than mass media. Despite demassification of media, new media initiatives are cropping up in India and abroad in order to contain the growth of new imperialist forces and facilitate interactive communication, development communication, human rights communication and judicious communication in India. The government should formulate a national communication policy which would strengthen the new initiatives for alternative media to safeguard the interest of the marginalized sections of society in India.

1.3. FM Broadcasting in India

Concept of FM

FM (frequency modulation) means the encoding of carrier waves, such as the sound wave or audio signals of a radio or TV stations, by the variation-modulating-of its frequency resulting in little or no static and high fidelity of original sound in reception. FM radio stations, from 88 to 108 megahertz, in the VH1 Band (30-300 MHZ) produce reception superior to that of AM or amplitude modulation stations, particularly of music in the high frequency range.

Birth of FM

Edwin Howard Armstrong demonstrated a new invention, frequency modulated radio or FM in the mid-1930s. He set up his own transmitter for demonstrations and sold the rights to manufacture FM receiving sets to several companies in America by 1940. The World War-II added a new dimension to the growth of FM broadcasting in the globe. The FM radio faced several hurdles in its development thereafter. But, the conditions improved by the early 1960s. In 1965, the FCC enacted the no duplication rule with a view to facilitate the development of FM stations. In 1970s, FM broadcasting emerged as a profit oriented industry in America and other nations of the world. Profits substantially increased for FM since it captured a large
number of listening audiences. Frequency Modulation (FM) was first introduced in the 1930s but languished until 1960s, because few radio sets could receive FM and few homes had high fidelity sound systems that could take advantage of FM's improved sound quality. Most of the FM stations simulcast the same material broadcast on AM, and the same companies as AM stations owned FM stations. FM began to develop faster after the Frequency Control Commission (FCC) Limited AM /half of the American radio audience listened to FM programs. The early FM stations were devoted mostly to classical music and required special FM sets. The decade of 1990s witnessed the remarkable development of FM radio since more than 70% of the audience listened to the FM radio while less than 30% of the audience depended on AM radio according to empirical evidence.

Indian Scenario

FM broadcasting began in Madras on July 23, 1977 for the first time in India. Until 1993, All India Radio or AIR, a government undertaking, was the only radio broadcaster in India. Later on the FM radio stations were established in big metro cities like Delhi, Kolkata, Mumbai, Bangalore, Hyderabad, Jaipur, Lucknow and other places in 1990s. The Government of India privatized the radio broadcasting sector and sold airtime blocks on its FM channels in Indore, Hyderabad, Mumbai, Delhi, Kolkata, Vizag and Goa to private operators who developed their own program patterns and contents. The government announced the auction of 108 FM frequencies across India in the age of economic liberalization.

Phase I

The Government of India, during the Ninth Five Year Plan (1997-2002), adopted a policy for improving variety of content and quality of radio broadcasting that allowed fully owned Indian companies to set up private FM radio stations. The first phase of FM radio broadcasting was launched by Ministry of Information and Broadcasting in 1999. The objective behind the scheme was to attract private agencies to supplement the efforts of All India Radio by operationalizing FM radio stations that provide programs of relevance with special emphasis on local content, increase content generation and improve the quality of fidelity in reception. The government had the power to fix the annual license fee for private FM broadcasters. In Phase I of its development, FM was made open to private broadcast channels in Chennai, followed by Delhi, Mumbai, Kolkata, and Goa, and then Bangalore, Hyderabad, Jaipur, and Lucknow. Regulatory norms prohibited the broadcast of news and
other non-music programming. Hence, the content was all about music and art (mostly films). This situation was continued till 1998. In the beginning, the FM stations were not allowed to broadcast the news aired by the AIR due to policy constraints. But, the private FM stations were allowed to rebroadcast news from All India Radio. The Supreme Court of India admitted a Public Interest Litigation and gave a historical judgment which allowed the private FM stations to broadcast news reports. These developments took place during the Phase I of FM radio in India.

Phase II

The Government announced the policy for Phase-II of FM Radio Broadcasting on July 13, 2005. The major change in the Phase-II policy was that the fixed annual license fee in Phase-I, which increased 15% per annum over the license fee paid in the preceding year, was replaced with a revenue share mechanism. In Phase-II, a two stage bidding process i.e. eligibility and financial bidding was followed. A total of 337 channels were put on bid across 91 cities having population equal to or more than 3 lakhs. Of 337 channels, 284 were successfully bid and, after scrutiny, permission was given for operationalisation of 245 channels spanning 87 cities.

In 2005, during Phase II of its development, 338 frequencies were offered, of which about 237 were sold. FM radio spread through the country with local players. Programming still had to be confined to music. Unlike print and television media, the FM radio sector has had to work harder to keep its head above the water. Even so, for all these years the FM radio industry in India has stuck it out and managed to survive. According to a recent FICCI-KPMG Media & Entertainment Report, the radio industry registered a robust growth of around 24 percent with the top eight metros still dominating the market, accounting for 70-75 percent of industry revenues. The average growth rate for larger, established players like 92.7 BIG FM among others was in the range of 15-20 percent. For smaller players, the average growth rate was in the range of 45-50 percent. The Phase II of FM radio in India witnessed couple of healthy policy changes and developments across the country.

Phase III

The Government of India announced phase-III of FM in July 2011 which has the following salient features: permitted carriage of news bulletins of All India Radio (AIR) in an unaltered form. Information pertaining to sporting events, traffic and weather, coverage of
cultural events, festivals, coverage of topics pertaining to examinations, results, admissions, career counseling, employment opportunities, public announcements pertaining to civic amenities like electricity, water supply, natural calamities, health alerts, and so on, as provided by the local administration will be treated as non-news and current affairs broadcast and have therefore been permitted. The private operators were allowed to own more than one channel, but not more than 40 percent of the total channels in a city, subject to a minimum of three different operators in the city. Networking of channels was permissible within a private FM broadcaster's own network across the country instead of in C and D category cities of a region allowed.

The biggest factor in the FM radio play will be quick implementation of the much awaited Phase III licensing. The hopes of the industry hinge on this one. With the rollout of Phase III licensing, the Indian radio industry is optimistic about its exponential growth. The industry, which currently brings in Rs 1000 crore revenue, will see 800 new radio stations, across 300 towns coming up. With this expansion, FM radio will now touch 90 percent of the Indian population, making it truly a common man's medium. The doors to expansion will be opened and the industry expects to see 30 percent year-on-year growth. The future looks hopeful with two other critical factors pertaining to the industry finding a closure. In the Phase III of FM radio (2013-16), smaller towns and cities will be opened up with a view to facilitate community based FM radio services in the country. This Phase promises further growth opportunities for the Indian FM radio industry, since it covers 294 cities and 839 licenses. The Phase III of FM radio licensing promises further growth opportunities for the Indian FM radio industry. It would facilitate the establishment of FM radio stations in tier-II and tier-III cities. Uttar Pradesh and Andhra Pradesh will have the highest number of frequencies available for licensing, followed by Karnataka, Madhya Pradesh, Maharashtra, Tamil Nadu, Gujarat, and Bihar.

**FM Radio Policy In India**

The FM radio policy was based on the recommendations of Dr Amit Mitra Committee and TRAI. Due to the impetus given by the FM policy, the size of the radio industry has grown from 600 crore in 2006 and is expected to be valued at 1540 crore in 2014. The FM broadcasters were allowed to air news bulletins of All India Radio such as sports, traffic, weather, cultural events, festivals, educational information related to examination, examination results, admission, career counseling, employment opportunities and information related to civic amenities. The news pertaining to natural calamities were declared as non-
news and current affairs broadcast. The limit on the ownership of channels, at the national level, allocated to an entity was retained at 15% channels allotted in Jammu and Kashmir, North Eastern States and island territories were allowed over and above the 15% national limit to incentivize the bidding for channels in such areas. The extent of Foreign Direct Investment was raised to 26% from the earlier 20%. The provisions of the policy were also applicable to FM phase-II operators. The Telecom Regulatory Authority of India had recommended that FM radio players that migrate from phase II to phase III of the rolling out of channels should be allowed to operate for fifteen years. The authority was also reiterated that the minimum channel spacing of 400 KHz should be implemented as it would increase the number of FM channels in each city for auction. Cutoff date for migration is to be decided by the Ministry of Information and Broadcasting after the completion of auction process for phase-III of FM Radio. However, the cutoff date for migration should not be later than 31st March 2015.

The Copyright Act (Amendment) Bill, 2012, which was passed by the Lok Sabha would give radio stations a greater flexibility to play music recomposed or readjusted by creators of songs and will lead to generation of more music and better music. The increase in foreign direct investment (FDI) from 20 percent to 26 percent is perceived as a welcome trend from the point of view of expansion of FM radio in India. The FM radio services were accessible to about 16 crore people in India during 2012. During the Phase III, FM radio industry generated the revenue of more than Rs. 2300 crore according to a study conducted by Ashish Pherwani (2013:139). The study revealed that there was an imminent need for the expansion of FM radio industry and implementation of measurement system that supports the growth of the industry in India. The FM radio industry is projected to exceed Rs. 230 crore within three years of phase III being rolled out. The industry growth would slow down to an average of at best 10 percent over the next three years if phase III is not initiated.

**Assessment of FM Radio**

Scholars have reported that India’s private FM radio industry has grown significantly since its inception in 2000 and accounts for around four percent of the total Indian advertising industry. The incentives offered in Phase III guidelines will make it very attractive for investors to look at this sector. They have estimated that FM radio would have about 245 stations in 86 cities owned by 40 radio broadcasting companies. About 1100 FM stations would be licensed in due course of time according to the prediction made by the experts. The FM broadcasters also believe that the industry will grow at around 18 percent per annum.
during 2013-16 in the country. " Many cities still remain uncovered by private FM radio broadcasting as only a limited number of cities with a population of 300,000 and above, besides state capitals, were taken up for bidding during the first two phases. Border areas, particularly in J&K, northeast states, and island territories, are largely missing from the FM map. The manufacturers of radio receivers, automobiles, chipsets, and cell phones need to become involved in the FM Phase-III roll-out process and plan the production of such receivers as soon as possible," advocates Yogendra Pal (2014:132).

Shyam Parekh (2013:137) states: “The expansion of FM radio into several new cities would necessitate the implementation of robust IT systems such as sales pipeline and traffic systems, programming, attendance, billing, collections, and royalty management accounting for streamline operations across locations. In key business areas, policies, and procedures, including the key dos and don'ts, will need to be defined and communicated to finance teams and frontline staff. Management information systems will also have to be strengthened, to ensure that timely and accurate information is made available at the station and cluster levels, regional and zonal levels, and the national and corporate levels to facilitate decision making. Companies that currently use manual or MS Excel-based information systems will not be able to manage growth efficiently and will need to invest in IT solutions”.

Prashan Panday(2014:134) argues: "FM gets only 4 million listeners per week, and only about 2.5 million people tune into FM on a daily basis. Why is the reach only to the 25 percent of the total population? The population needs variety, and FM is often compared to TV when it comes to programming. The numbers are clearly growing. FM spectrum has a finite lifespan. It is important to re-consider the spectrum policy before broadcasting goes kaput. Global cities like Colombo and Dubai have more than 30 FM stations and major Indian cities have just seven or eight FM stations. There is a need to grow the channels but the FM industry does not allow the medium to grow."

The regulatory push on digitization and consequent rise of DTH platforms have opened up a plethora of possibilities and benefits for broadcasters, cable operators, viewers, and the government. Harshad Jain(2014:80) states: "The FM market size is roughly Rs. 12-1500 crore, for a medium (radio) that is absolutely free for the consumer. Compared to the overall media industry, this is the fraction of revenue. The bidding cost for Phase III is unfair to the industry that is so small. While the numbers might look impressive with CAGR, the prices of this medium have actually declined keeping inflation in mind." Rabe.T.Iyer (2014:79) notes: "Like in other countries around the world, Indians too rely on a combination
of radio, television, movies, and music, besides devices like Internet-powered smart phones and portable music players for entertainment."

**Challenges of FM Radio**

The number of Internet users in the country is constantly increasing according to the latest statistics. Digital radio is replacing analog for interoperability, feature enhancement, and easy access. This enables not only broadcast of multiple services from the same transmitter but also broadcast of value-added services on radio. The broadcasters have already initiated web radio and even have separate live feeds for web listeners. Internet radio requires companies to ensure data security and systems that serve ads efficiently. On the other hand, as listeners interact and use the platform, there are several data analytics opportunities to understand their preferences better and improve product offerings. Furthermore, there is an option to earn revenues by enabling e-commerce transactions. Various data analytics, e-commerce, and security tools are available for these purposes, and payment gateways can help Internet radio companies manage transactions.

**1.4. Uses and Gratification Approach**

The communications media have evolved a system of symbiotic relationships. The communications media are required to function in accordance with the culture, constitution, political economy and needs of the society. Scholars have examined the relationship between the media and society consistently on the basis of certain theories and approaches designed by the scholars across the globe. Researchers conducted the uses and gratification research in the field of mass communication and journalism in 1940s. They perceived that it is basically an audience-centric multi-dimensional concept. They have developed all-inclusive typological constructs to assess the gratification users seek and obtain from various communications media, their contents and their services. The relationship between media gratification and the socio-psychological variables of media users were systematically examined by the researchers.

The word witnessed the new age of media convergence which is the blending together of diverse technologies, services and products from a range of industries including telecommunications, entertainment, cable television, broadcasting, publishing and electronics. The convergence primarily occurred in three different areas such as distribution, content and hardware. The media convergence has embraced all branches of mass
communication on the basis of commendable technological revolution that occurred during 1975-2000. The uses and gratification research primarily dealt with modern media of communication namely print, film, radio and television. The researchers also included the new media access, services and advantages for their scientific evaluation of uses and gratification of the communications media including the Internet.

Elihu Katz (1959:88) carried out the first and foremost scientific evaluation of media effects in the world. The scholar developed a new theory on the uses and gratification which explains the various psychological and social needs that define the way audience use the media and the gratification they derive. In contrast to traditional media effect’s theories which assumed audiences as homogeneous and focused on ‘what media do to the people’, the uses and gratification approach is primarily concerned with ‘what people do with media’. Katz (1959:88) rightly pointed out that the uses and gratification approach was a theoretical tradition that spanned over seventy years. It places emphasis on audience decision making and fits into the category of limited effects theories. The approach primarily dealt with the advantages people gained through media exposure. It was considered as a welcome addition to the earlier direct effects models by examining what people do with the media rather than what the media do to people.

The ‘Uses and Gratification Approach’ was the outcome of the pioneering research carried out by Elihu Katz, Blumler and Michael Gurevitch during early 1970s. The theory became mandatory for the new generation of scholars on uses and gratification of media since it contradicted older views which emphasized that the audiences constituted a passive group. The uses and gratification approach views the audiences as active seekers of information, education and entertainment from various communications media. Practically, the uses and gratification theory is a systematic approach to understand the system, process, services, advantages and effects of communications media across the globe. The uses and gratification theory follows a basic model which is based on the audience-centered approach.

The theory clearly states that the audiences actively seek certain services from the media in order to gratify their specific needs which are related to their life and mission. Social, cultural, economic, political and educational environment and psychological factors motivate the people to seek certain gratifications from the communications media. The expectations of people lead them to be exposed to media that would seemingly fit into the expectations, leading to an ultimate gratification. The uses and gratification research is based on the assumption that individual needs are satisfied by audience members actively seeking out from the communications media.
The researchers in this field of communication find problems with the scope of the research and call uses and gratification an umbrella concept in which several theories reside. They have also argued that researchers have tried to do too much and should limit the scope and take a cultural-empirical approach to how people choose from the abundance of cultural products available. The theory pays too much attention to the individual and does not look at the social context and the role the media plays in that social context. The audience research based on uses and gratification research has been too compartmentalized within certain cultures and demographic groups.

The uses and gratification theory is a basic extension of the definition of an attitude, which is a non-linear cluster of beliefs, evaluations, and perceptions. These beliefs, evaluations, and perceptions give individuals latitude over how they employ media in their lives; in other words, how individuals filter, interpret, and convey to others the information received from a medium. The efforts in seeking answers to this question came to be known as the functionalistic approach to uses and gratification with reference to media of communication. The researchers have also identified three phases in the evolution of uses and gratification approach in the field of communication. The first phase spanning through 1940s focused primarily on descriptions of audience’s uses and purposes for choosing the media. The researchers also made assumptions of how audiences used the medium to gratify their needs on the basis of media exposure, access and choice. Herta Herzog (1940:69) used the term ‘gratification’ for the first time which is termed as the functionalist perspective by the media scholars. This approach primarily emphasized the importance of satisfying the needs of the people who are the ultimate patrons of communications media.

The uses and gratification documents reveal that early research was concerned with topics such as children's use of comics and the absence of newspapers during a newspaper strike. In 1974, Katz, Blumler and Gurevitch realized that most uses and gratification studies were mainly concerned with certain social and psychological origins, needs and expectations of the users, communications media or other sources, patterns of media exposure, need gratification and other consequences. It was understood that exposure to violent media led to increase in aggressive behavior of children even though other factors including the characteristics of the audience might intervene in this direct process. The consumer of media is an active participant in the process; he or she chooses the media to which he or she is exposed and chooses the level of attention in a direction which suits the individual convenience. This focus on the audience was a driving force in the development of ‘uses and
gratification’ approach which has enriched the process of media management in the age of competitive business.

It may be noted that Paul Lazarsfeld practically supervised the scientific evaluation carried out by Herzog (1940:69) which was titled ‘Professor Quiz: A Gratification Study’ which identified four gratification namely – a) competitive self-esteem, b) diversified information/education, c) self-rating and d) sporting appeal. In respect of the daytime radio serials, Herzog identified three gratifications such as emotional release, wishful thinking and advice. Another eminent media scholar Bernard Berelson (1949:20) identified several uses of the newspaper – for information and interpretation of public affairs, as a tool for daily living, for respite, for social prestige and for social contact. Subsequently, he became the founder of content analysis which has emerged as a prominent communication research methodology over a period of time.

Mendelsohn (1964:119) examined the relationship between the radio and audience and identified several generalized functions of radio listening-companionship, bracketing the day, changing mood, counteracting loneliness or boredom, providing useful news and information, allowing vicarious participation in events and aiding social interaction. In reality, the gratification research did not produce any formal theory at that point of time. It only continued as an approach to understanding the media effects on people who matter most from media management point of view. The researchers primarily depended on descriptive studies and analytical procedures as methodological approaches.

Scholars continued their innings of media research on uses and gratifications of various communications media later on. Studies revealed that the second phase of gratification research occurred during the late 1950s and continued up to the 1960s. The researchers conducted studies to develop media use typologies and operationalize the many social and psychological variables that were presumed to be the antecedents of different patterns of media consumption and gratification. Schramm, Lyle and Parker (1961:161) evaluated the role of television in the lives of the children and sought to find an answer to what children do with television. The scholars also identified three gratifications such as information, entertainment and social utility. During this phase, researchers did not adequately emphasize the correlations between media gratification and the relationship between gratification sought and obtained.

The decade of 1970s witnessed the formalization of uses and gratification research as a systematic approach in the field of mass communication. Katz et.al. (1959:80) provided an ideological foundation for gratification research on certain broad assumptions of the uses and
gratification approach. The researchers sought to understand certain basic premises which include – a) the social and psychological origins of b) needs, which generate, c) expectations of, d) the communications media or other sources which lead to, f) differential patterns of media exposure (or engagement in other activities) resulting in g) need gratification and h) other consequences, perhaps mostly unintended ones. The scientific research carried out by Katz and associates remains as a milestone in the field of media research for their pioneering efforts.

Melvin DeFleur and Sandra Ball-Rokeach first described the Dependency Theory in 1976 which underlined the dependence of audience on communications media in modern society for various purposes. The theory emphasized that audience depended on media to fulfill certain needs. The theory illustrates dependency as the relationship between media content, the nature of society and the behavior of audiences. Researchers also emphasized that the audience looked forward to receiving several services which fulfilled their needs. The Dependency Theory was in a sense an extension or addition to the uses and gratification approach brought about a few years earlier.

Media scholars have stated that the dependency theory brought forth many unique propositions and functions. Sandra Rokeach and Melvin DeFleur observe: “The basic propositions of The Dependency Theory can be brought together and summarized as follows: The potential for communications media messages to achieve a broad range of cognitive, affective, and behavioral effects will be increased when media systems serve many unique, and central information functions.” The scholars used examined certain criteria which were appropriate for the uses and gratification approach. The Dependency Theory was considered by the media scholars as logic, consistency, testability, and simplicity.

Another eminent scholar Eastman (1979:48) conducted a multivariate analysis of interactions among television viewing functions and lifestyle attributes of people. They pointed out that television served certain purposes in modern society. They too strengthened the uses and gratification approach through their scholarly research. Palmgreen et.al. (1980:133) noted the presence of distinction between gratification sought and gratification obtained. Rubin (1981:158) studied the relevance of viewing motivations scale validity and the comparability of research results concerning gratification. Wenner (1982:198) furnished authentic evidence about the relationship between the gratification sought and gratification obtained by the users of media. During this phase, the researchers had affirmed the validity of media uses and gratification typologies in the field of mass communication across the world.
A good deal of research was carried out by the researchers in communication field on uses and gratification of media. The basic tenets of the uses and gratification theory are that a) media users are active and goal-directed, b) users have different needs which prompt them to choose different media and contents; and c) even those exposed to the same media content will respond to it differently based on the socio-graphics, demographics and psychographics. Swanson (1992) noted that most early studies were a compass for qualitative explorations of audience members’ perceptions of their experiences, motivations and connections with various types of media content.

Scholars also designed the Hypodermic Needle Model which reveals that consumers are strongly affected by media and have no say in how the media influence them. The main idea of the uses and gratification model is that people are not helpless victims of all-powerful media, but use media to fulfill their various needs which serve as motivations for using media. The utility of mass communication is reflected by the advantages gained by the users. The intentionality of media utility is directed by prior motivation but selectivity of media behavior reflects prior interests and preferences of the audience.

Media scholars have given a serious thought to the subject of uses and gratification of media and designed a relevant theory which holds well even now. They have also identified certain limitations of this theory since the public has no control over the media and contents due to media convergence, media imperialism, consumer capitalism and other tendencies. They have argued that the line between gratification and satisfaction is thinner practically and otherwise. The researchers have also pointed out that the theory is not very clear about the use of media services since it is only a data-collecting strategy.

Media scholars have also noted that uses and gratification theory was a sociological theory which has little to no link to the benefit of psychology due to its weakness in operational definitions and weak analytical mode. They have also referred to the poor recollection of memory of the people who are closely associated with the media institutions and services. Expectancy-value theory is an extended version of the uses and gratification research which is coined by the information-integration theorist Martin Fishbein. The scholar argued that two kinds of belief namely, belief in something and belief about something mattered most from the point of view of uses and gratification of media. According to his theory, attitudes are different from beliefs since they are evaluative and are correlated with beliefs and predispose a person to behave a certain way toward the attitude object.

Philip Palmgreen, another reputed media scholar added a new dimension to the uses and gratification approach. He claimed that gratifications are sought in terms of a person’s
beliefs about what a medium can provide and that person’s evaluation of the medium’s content. Scholars have realized that audience gratification can be derived from at least three distinct sources namely, media content, exposure to the media per se, and social context that typifies the situation of exposure to different media. The audiences normally spend time using the media in various ways. The uses and gratification approach has basic assumptions, namely, the audience is conceived as active, the viewers are goal oriented and the audiences make attempts to achieve their goals through the media sources and services. Ronald Rice, another prominent media researcher advocated that the larger social purposes and effects are the primary factors which motivate the users of media services regardless of space and time.

The communications media have grown in a remarkable way on the basis of several innovations, technologies and approaches. Mass Communication has come a long way over the last three centuries. Many different perspectives have been brought forth and analyzed in terms of effectiveness of media. The Uses and gratification Approach and The Dependency Theory were two theories that brought forth a new genre of ideas and aspects of cognition to mass communication in 20th century. The theory is ultimately based on the idea that each individual has several needs. In response to this, they have created a wide range of choices that will meet these needs. The scholars have constantly highlighted the interrelationship between the media services and satisfaction of the users. The uses and gratification approach assumes profound academic and professional significance even in this age of media convergence.

1.5. Social Significance of the Study

India has achieved commendable progress in the fields of communication development and media management. Several scholars, scientists, professionals and researchers have contributed immensely for the development of communications media in the country. The country has also witnessed several broadcasting regulations and regimes over a period of time. The Supreme Court of India, Telecom Regulatory Authority of India, Press Council of India, Prasar Bharathi Corporation and other agencies have played a vital role in the reformation of broadcasting services in India. The private FM radio broadcasting has grown in India during the three phases. Scholars have examined the development, management and impact of FM radio in India and abroad. The FM radio broadcasting has produced certain positive and negative effects on the people according to the empirical evidence. The review of literature clearly indicates that adequate investigations are not carried
out in India on the impact of FM radio on listeners. Surprisingly, not even a single scientific investigation has been conducted on this important subject of our times with special reference to Karnataka state. Hence, it was decided to systematically evaluate the impact of FM radio on listeners in Karnataka state which assumes profound significance in the new millennium.

1.6. Statement of the Problem

The subject of FM radio broadcasting is seriously discussed by the policy makers, broadcasters, scholars and researchers in India and abroad. The impact of FM radio on listeners needs to be examined systematically in a developing state like Karnataka which is regarded as a prominent media destination in the country. The FM radio stations have developed in India during three different phases. The policy makers and broadcasters have realized the importance of placing reasonable restrictions on FM radio broadcasting which is at the cross roads in modern society. Suitable checks and balances should be created to reform the FM broadcasting and safeguard public interest in the present age of media convergence.

The researcher was guided by the following considerations:

• FM radio broadcasting has achieved commendable progress in India.
• FM radio broadcasting has produced certain effects on the people.
• The disadvantages outweigh the advantages practically in Karnataka state.
• FM radio services are commercialized in Karnataka state.
• FM radio services should be reformed in Karnataka state.

1.7. Objectives of the Study

With the impact of FM radio on listeners in Karnataka being the thrust area, the research proposed to:

1. Assess the exposure of listeners to FM radio programmes in Karnataka.
2. Analyze the FM radio use pattern of listeners in Karnataka.
3. Study the frequency of FM radio listening of audience in Karnataka.
4. Explore the attitude of listeners towards FM radio in Karnataka.
5. Examine the utility of FM radio to the listeners in Karnataka.
6. Evaluate the gratifications of FM radio among the listeners in Karnataka; and
7. Suggest appropriate strategies for the improvement of FM radio services in Karnataka.
1.8. Presentation of the Study

The first chapter deals with the introduction wherein the salient features of the study such as communications media in India, FM broadcasting in India, uses and gratification approach, social significance of the study, statement of the problem and objectives of the study are furnished.

The second chapter namely-review of literature presents various studies conducted in India and abroad under different headings namely – international studies on FM radio, Indian studies on FM radio and regional studies on FM radio.

The third chapter namely – research methodology consists of the salient features of the study 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.

The fourth chapter namely – data analysis contains the analysis of primary data under different components such as – demographic features of the sample, exposure to FM radio programmes, frequency of FM radio listening, FM radio use pattern, uses of FM radio programmes and gratifications of FM radio services.

The fifth chapter namely conclusion contains the findings of the study, testing of hypotheses, limitations of the study, implications of the study and suggestions for future research. The last part of the thesis indicates the bibliography, questionnaire and select photographs.

1.9. Summary

Scholars have discussed the subject of FM radio in the new millennium. The market size of FM radio in India has been estimated at around Rs. 160 crore in 2013-14 with close to 50 radio broadcasting companies providing services to 260 stations in about 90 cities. The sector has been growing at a CAGR of 14 percent annually over the last three years. The thought leaders believe that the industry will grow at around 18 percent per annum during the three years immediately following its launch once phase III is rolled out. They expect phase III to increase the share of radio to five to seven percent of the total advertisement revenues of the media industry. Karnataka state is also known for FM radio expansion, development and diversity over a period of time. Today, radio is also available on the Internet, and mainly caters to niche audiences that are not satisfied with film songs played by most Indian FM
radio stations. Internet radio is still at its nascent stage, although music streaming sites, ringtones, and song downloads account for more than half of all music sales in the country. However, as seen in the past in the Indian telecom industry, the impact of reduction in the cost of bandwidth consumption and the penetration of smart phones can lead to an explosion in the number of users. Moreover, given that smart phone shipments to India are growing at more than 60 percent per annum and are expected to maintain this rate over the next few years, only a matter of time before Internet radio significantly gains in popularity. The scholars have also recommended that appropriate FM radio policy would safeguard the interest of listeners. The impact of FM radio on listeners will continue to be both observed and debated by communication scholars and broadcasting professionals in India and abroad. Systematic investigations on the impact of FM radio on listeners in Karnataka state have not been carried out by the past researchers.