Globalization And Its Impact On The Media Management In India

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Abstract:

India has developed into an important global media power. In India, all forms of communication serve the people's needs. India's media network is considered as one of the largestnetworks globally. In this paper, we will discuss about the globalization and media management and the impact of globalization on the media management. More than 40 research publications from peer-reviewed journals were screened at random for this article. The articles are categorized by the year they were published, specific countries, the journal in which they were published, industry type, and research technique. As a result, the publications are scrutinized much more closely in this context.

1. INTRODUCTION

1.1 Globalization and Media Management in India

India has developed into a global media powerhouse(Singh and Raizada, 2021).In India, traditional and modern modes of communication coexisted to meet the requirements of the people.The Indian press is over two centuries old and has been heavily influenced by the country's history.The print media network of India is one of the largest print media networks in the world.According to Ram, the Indian journalistic tradition reveals severe ideological and political divides (2011:328).

Conceptual Framework of Globalization and the Media management

Globalization is defined as a social process(ASHTHANA and JADON, 2019), in which there are geographical constraints on social and cultural structures are dissipatedand people grow ever more aware that they are disappearing(Joshi and Raghuvanshi, 2017).As a result of globalisation, the old concepts of time and place are destroyed and society is re-negotiated.People and organisations are trying to explain these enormous movements and occurrences at a local, national, and planetary level.Globalization is not a choice, according to Friedman (1997:147), itis a fact.The only way to expand as your people require is by entering into the global stock market and bond markets, seeking

multinationals to invest in your country and selling what your plants do to the international trading system today is one world market.And the most basic fact of globalisation is that there is nobody in command - not George Soros nor the Grand Powers.Globalization, according to Ambirajan (2003:13), is the strengthening of worldwide social relations that connect distant locales(Dr. Rajeev Sharma and Dr. Prakash D Achari, 2021). Globalization is frequently portrayed as a constructive force that is uniting and integrating vastly disparate societies, economies, and cultures into a global forum.Large firms can now optimize revenues by entering overseas markets thanks to modern communications and information technology.Bryant, Jennings, and DolfZillman (1994:62) looked at the influence of the media and found that media organizations acted as gatekeepers and agenda setters.They discovered that in the age of media convergence, mass media corporations are looking for new sources of media material for global distribution.As a result, a greater proportion of media-texts and contents are relegated to the digital realm.The Indian press witnessed a series of transformations following economic liberalisation in the 1990s. There are just a few changes in the political economy of the press, severe rivalry from satellites, rising advertising incomes, higher purchasing power, improved literacy status, the market-driven economy, press corporation, and the expansion in vernacular media.Jeffrey (2000:197) coined the phrase "Indian newspaper revolution" to describe the impressive expansion of language press in the 1990s.The quick technical developments that the print media must adapt to survive have led to far-reaching changes in current media landscape according to Aggrawal and Gupta (2001:03). In fact. High investment in internet journalism is being made in major newsagents.Several leading media companies have developed their own website, often featuring interviews, discussion programmes, business and business news, lifestyle and entertainment. FM radio in India is prepared for exponential development according to the Indian media scenario March (2011).According to this source, there are currently roughly 250 FM stations airing, and 1100 more are planned to be licensed in the following phase, the majority of which will be private.Film and other popular music programs have made FM stations more popular in urban areas.People in metropolitan areas have been listening to radio stations such as Radio City, Radio Mirchi, Big FM, Red FM, and others. Radio and television networks in India, particularly in the post-independence era, are exceedingly well developed.In the era of globalisation, the deployment of new broadcaster technology and progressive media management practises in India complement public and commercial radio and TV networks and operations.With the illicit market and corruption in the country, entrepreneurs began to search about fast money and rapid returns, asserts Basu (2005:33).The inflationary war boom has been a huge motivator for people from all walks of life to get involved in India's film industry.The advertising business has risen rapidly in the country and has a significant role in determining a country's GDP (gross domestic product).Aside from serving as a link between

manufacturers and buyers, the advertising business plays a significant role in the Indian economy.

Implications of Gobalization on India's Media Management

'To put it simply, we see the global process of communication as focused on promoting the commercial model of communication; moreover, we see the push for global communication expanding to include broadcasting and 'new media' as well as adorning these new media spaces,' say Herman and Mc Chesney (1998:181).The business model has its own internal logic, which tends to erode public sphere and to erode a cultural entertainment compatible with domestic order media products that are commodized and are designed to meet a market end, not to provide for citizenship. The commercial model is private, dependent on advertisers' support.According to the MacBride Commission (2004:244), media globalisation increased in the eighties, when a policy for media liberalisation and openness to private investment was embraced in many developing nations.In a number of ways, McChesney (2004:261) criticized multinational businesses.According to him, there are eight multinational firms dominating the world media market: the GE, AT&T/Liberty Media, Disney, Time Warner, Sony, News Company, Viacom, and Seagram, as well as the German behemoth Bertelsmann.The term "globalization of media" is more than a geographical concept.Sparks (2000:376) studied globalization of communication and concluded that the worldwide media audience is too tiny, too diverse, and too English-speaking to be deemed inclusive.There is minimal indication that a global public sphere exists, which is still essentially state-oriented.All of these globalizing trends are made feasible, without a doubt, by the use of mass media on both a home and worldwide basis.Globalization is not necessarily a natural development emerging from the daily interaction and communication between people and cultures all over the world.In intellectual and socio-political terms, Ram(2000:326) observes: "The idea that information, specifically the news media, can play a substantive and even crucial role in the formation of public opinion in society and in shaping public policy on major social, political, and economic issues is an appealing one(Dr. Rajeev Sharma and Dr. Prakash D Achari, 2021)."Globalization(Singh and Raizada, 2021) has aided media professionals in networking and has transformed news, printing, editing, and reporting.Through radio and television networks, globalization has enabled appropriate and quick processing and distribution of information.The Prasar Bharati Act of 1990 was passed by the Indian government.The Indian government liberalized its broadcasting policies because it saw media as one of many industries influenced by globalization.During the tenure of S. Jaipal Reddy as Minister for Information and Broadcasting, All India Radio and Doordarshan were amalgamated into the Prasar Bharathi Corporation. According to Bhatia, the rapid proliferation of television services has resulted in the provision of new entertainment and commercial services (2002:43).In the 1980s, as a result of globalisation, television evolved into a quasi-commercial medium, and the commercialization of Indian broadcasting

intensified. As a result of globalisation, consumer capitalism has advanced even further, with television serving as the principal medium for consumer capitalism throughout the world.According to Thoraval (2000:396), India is one of the few non-western countries where cinema was not only limited to cities but also spread to rural areas.The Indian population, especially in cities and in rural areas, is made up of some of the world's most ardent and enthusiastic moviegoers.The daring and industrious filmmakers have ventured into the international market.Indian films attracted the Indian diaspora according to Kohli (2006:216) and earned sufficient exchange rates as compared to previous years. Indian films have made more money abroad during the age of globalisation.A review of recent trends and changes in corporate advertising in India uncovers some highly fascinating discoveries, according to Ranganath (2011:329) such as corporate advertising in India has grown significantly over time as a result of economic globalization, corporate advertising in India is primarily a phenomenon of consumer goods producing companies rather than non-consumer goods producing companies. The top 50 advertisers accounted for more than half of total advertising expenditure.According to Guru and Mariswamy (2014:170),From the perspectives of economic development and media management, India has seen both the positive and negative aspects of globalization.India has also positioned itself through time as the world's leading media power. There are also several reasons why the culture of Indian media is evolving, including media and economic power dominant imperialism. The Indian media business has undergone major changes in the age of globalisation(Singh and Raizada, 2021).In recent years, the Indian business sector has relied heavily on corporate advertising and communication methods to earn revenue and develop a brand.Over time, India has developed a new consumerist society as a result of reckless economic liberalization and brutal media imperialism.In India, the globalization of media raises a slew of issues that must be addressed by national development players.

2. LITERATURE REVIEW

In the age of globalisation, researchers analyzed media management and noted that globalised media has helped to produce and distribute information and communicate resources and services.Sparks (2000:376) looked at communication's globalization and stated that certain globalizing trends were made feasible by mass media on both a national and worldwide level.Globalization is not necessarily a natural development emerging from the daily interaction and communication between people and cultures all over the world. In the age of media globalisation, the world becomes a much more integrated market based on a capitalist or market economy.Commercialization of media institutions is encouraged by the advertising industry.Such a blend of global-local products done using global forms and concepts is referred to as global-local productions by Roland Robertson (1995:339). Barnet and Cavanaugh (1994:32) provide a quantitative analysis of international banking, telecommunications, and commerce webs.The core, semi-periphery, and periphery are the three categories of states that

make up the global structure.The semi-peripheral countries participating in both peripheral (as exploiters) and core (as exploited) activities have been observed. International Transaction Data (consumer purchases made with credit cards and bank-to-bank transfers). The semi-peripheral countries are East Asian countries that are not fully interconnected to the global economy.The impact of globalization (Singh and Raizada, 2021)on the media system, management, and operations in other countries has been the subject of extensive investigation.A huge number of key articles on media and globalisation have been thoroughly reviewed by scholars. Scholars do not, on the other hand, perform sufficient scientific research on the impact on media management in India of globalisation. As a result, the impact of globalisation, which has been increasingly relevant in the past few of years, has been analysed in Indian media management.Appadurai (1997:18) looked at the cultural aspects of globalization in India and found that Indian corporations and media outlets were promoting western consumer culture in the country.The professor also pointed out that modernity has been confused with westernization, which has harmed Indian culture.In the age of globalization, policymakers should comprehend the cultural dimension of globalization and the social dimension of media management(ASHTHANA and JADON, 2019), according to the scholar, and develop appropriate preventive and protective strategies.The Anthropological Survey of India (1998:16)evaluated the influence of globalization on Indian culture and concluded that the process had a negative impact on Indian culture.Karim (1998:208) investigated the transition from ethnic to global media in the age of transnational communication networks and discovered that the economic importance of immigrants in wealthy nations was not a significant driver in the global development of satellite television.Demers (1999:116) observed in a research on the relationship between media and globalisation that people who opposed the internationalisation of the media thought that import media damaged the development of national cultures of receiving countries. Banerjee (2002:27) has looked at the changing Asian television environment in terms of media globalisation and location, stating that Asian television stations transmit more internationally-relevant programming attracting a huge number of customers to multinationals.Due to increased cultural imperialism supported by the western media, the study also indicated that there was no equilibrium between media globalization and localization in Asia.Bhatia (2002:43) examined the relationship between India's media, culture, marketization, and globalization, concluding that multinational businesses damaged the country's culture.The research also indicated that the media has privatized communication services, benefiting capitalists.In a growing country like India, the researcher stated that media culture should evolve based on a thorough grasp of cultural ethos, constitutional norms, professional ethics, and other healthy practices.Scannel and Cardiff (1989:350) conducted research on broadcasting's shifting profile in the period of economic liberalization.

Effects of globalization and Media Management

In a research on the interaction between globalization and media, McAnany (2002:260) found that new local cultures coexisted with globalized culture since it was a two-way street, especially between cultures of similar size and economic strength.Santigo-Valles (2003:347) conducted a study on Caribbean popular cultures' responses to media globalization, finding that media controlled by major corporations encouraged popular culture while dismissing mass cultureAccording to the professor, popular culture is a result of globalization that impedes the advancement of people from socially and economically(Joshi and Raghuvanshi, 2017) disadvantaged backgrounds.Bloch and Lemish (2003:48) examined the megaphone effect in the context of worldwide cultural media diffusion via the United States, noting that the megaphone effect implied a two-step process.Rajadhyaksha (2003:324) examined Indian cinema in the light of global cultural nationalism, noting that Bollywood generated a high number of feature films based on commercial considerations and western cultural influences. The researcher said that filmmakers and policymakers should understand cultural nationalism in a global context in order to protect national interests in the age of globalization.Chang (2003:84) looked at global television broadcasters' programming tactics in Asia and found that European and American broadcasters pressed their services on Asian countries.Dennis (1992:119) examined the global media landscape in the new era and concluded that media convergence had altered the media institutions that provided information and entertainment to consumers.Branscomb (1994:55) investigated the ownership, control, and management of media organizations around the world, concluding that multinational corporations had redefined the concept of news and created their own media agenda in the new era in order to control people's minds and strengthen capitalism and consumerism.Market forces had governed media services in the new period, according to Erickson, McCann, and Narayanamurthy (1995:135), who looked at the role of market forces in media management.Market forces, according to the researchers, ignored social commitments and used media advertising efforts(Joshi and Raghuvanshi, 2017) to build a new culture of consumerism.According to the experts, media organizations should be administered according to sound ideas and methods.Desai and Sevanti (1996:120) examined the management of the Indian press and concluded that market forces dominated and controlled it over time.Because of their financial strength and technological capacities, Nye and Owens (1996:303) did a study on technology improvements in media management and found that modern media organizations have fundamentally affected numerous aspects of human existence.Wheeler (1997:425) looked at the globalization of media and concluded that new media increased interactivity, which undermined the one-way flow of information.The study discovered that media globalization has resulted in decentralized and democratized knowledge production.Additionally, the study discovered that decentralisation rendered dominant authority's incapable of controlling information flow. The professor asserts that new technologies enabled the globalisation of the media

economy(Singh and Raizada, 2021), the compression of time, the horizontalization of spatial relationships, the relocation of knowledge, and the undermining of national governments' duties.Monge (1998:282) examined communication structures and processes and discovered that time and space had been separated and that both had been compressed significantly, with time becoming shorter and space contracting. According to the study, globalisation has also shortened the perception of distance between existing cultures by significantly reducing the time required to traverse physical distances.According to the professor, the world appears to be smaller, which brings humans closer together in some ways.In India and other Asian countries, Goonasekera and Paul (1998:162) looked at the growth of television as an information medium.The expert observed that the number of television sets in Asian countries had significantly expanded and portrayed the western cultural attitude.According to the researchers, television programs should focus more on the educational and economic advancement of those who are not actively involved in the national mainstream process.Thussu (1999:399) investigated the impact of globalization on Indian broadcasting and found that the western communication paradigm influenced several satellite channels in India.Claessens and Lang (2000:95) looked at the separation of ownership and control in East Asian firms and found that multinational corporations had an advantage over local media owners who were constrained in their resources and opportunities.According to the report, new media ownership patterns need be devised in the new era in order to keep the fourth estate of democracy alive.Dizard (2000:123) compared old and new media, observing that the old media were typically different, whereas the new media permitted digitization and convergence, blurring the borders that separate one medium from another.Ram (2000:326) explored emerging media trends and issues in India, observing a distinct difference between the country's two major media traditions: the older heritage of a diverse, pluralistic, and generally independent press and the contemporary history of state-controlled radio and television.The researcher also noted that the previous legacy embodied professional norms and obligations, whereas the modern tradition indicated a suffocating and mainly misapplied tradition.Gunaratne (2000:167) conducted research on the media landscape in Asia, finding that Asian media organizations were heavily influenced by western media agendas and content.According to the findings, Asian media institutions have completely surrendered to commodification, commercialization, and privatization.Mcquail (2000:266) looked into the relationship between globalization and media policy in modern society, noting that the most important media were defined not by their degree of impact, but by the amount of time people spent watching them. Cairncross (2001:67) assessed the effects of globalization on communication systems and operations, noting that citizens in nations other than the United.The researcher warned policymakers to be wary of the cultural imperialism fostered by globalization of the media.Mohamed (2003:281) examined the new realities of globalization and observed that the western powers had transferred their culture, customs, and language,

as well as their administration, law, and order, to the Muslim countries under their rule.The investigation also indicated that they were able to establish themselves through all of these techniques at the same time as they were imposing their hegemony on the people of the countries they invaded.According to the professor, market forces exploited media power to westernize Muslim countries, resulting in enormous economic and other benefits.In a research on globalization and Indian media, Singh (2005:365) found that the genesis of globalization could be traced back to the early 1970s breakdown of Breton Woods institutions, which led to the establishment of neoliberal orthodoxy centered on fiscal austerity.The study found that globalization has an impact on every aspect of Indian life, including media management.The unrestricted flow of capital, according to the scholar, had an impact on India's trade, fiscal policies, and media institutions.Steven (2005:380) looked at the global media system, priorities, and services, noting that global communication entails a range of flows of diverse messages, the majority of which are commercial advertising and entertainment content that is transmitted around the world.Wong and Pere (2006:435) did a study on current media management and found that electronic media has substantially aided globalization by allowing for the rapid dissemination of news, entertainment, ideas, and images around the world.According to the findings, market-owned media contributed to the distorting, marginalization, or suppression of cultural advances in the South, further limiting global cultural diversity.Instead of the outdated, one-dimensional concept of imperialism, the researchers urged that cultural impact be understood as a much more complicated, subtle, and layered kind of hegemony.Bhagavati (2006:42) conducted research on media management in India and concluded that the new professional globalism had perfected media and related disciplines.Dasgupta and Kiley (2006:113) examined the impact of globalization on various aspects of Indian life, noting that in the new era, Indian media faced stiff competition from other media.The entry of FDI into the print media, according to the scholars, created healthy competition and destroyed the monopoly.The study found that the amount of foreign content in Indian media has increased over time, negatively impacting India's culture, legacy, and public interest.In a research on the globalization of media in underdeveloped nations, Bruder (2007:61) concluded that globalization and access to media remained an illusion since they failed to break the vicious cycle of underdevelopment.

3. CONCLUSION

In India, the media has grown increasingly class aware, displaying a mentality of profit maximization at the expense of national interest.In the age of globalization, the media's power as watchdogs of public interest has unquestionably waned in India.The rise of a new type of financial globalization(Singh and Raizada, 2021) has made the media management process susceptible.In reaction to economic concerns and compulsions, market pressures that influence the media have converted media organisations into tools for intellectual hegemony. In this context, the government should establish

professional and socially accountable regulatory and governance structures for media management (ASHTHANA and JADON, 2019)which are needed in the modern India.Researchers examined globalisation through media management and stressed that globalisation in the media has helped to produce and distribute information and communication resources and services.The growing investment of multimedia companies has led to the emergence of an international oligarchy of first level corp. companies that possess, operate, broadcast, telecommunication, cabling, journals, magazines and publishing companies, all of which are mass media content and distribution technology including television, radio, film, music.The phenomena of media globalization, combined with the increasing availability of media-text output, has resulted in a variety of repercussions that communication experts are studying.Media imperialism, according to scholars, flows logically from cultural imperialism.The different sectors of human life are being deeply influenced by modern media institutions.It also simplifies the transition from the heart to the periphery of power for research, technology, information and ideas.The media, in the age of the information revolution, create a fundamental break between the past and the future, widening the divide between the rich and underprivileged portions of society.According to studies, expanding media monopoly and imperialism have a negative impact on local culture, value systems, political economy, and public interest.The researchers believe that stronger media regulation would be beneficial to the general public.Communication scientists, sociologists, economics, and politicians will continue to study and debate the origins and implications of media globalization.Researchhas found a number of positive and negative effects of globalization on media management in India.

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