



Socio-legal perspective of media in globalisation

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Abstract

The term "globalisation" describes the dynamic mechanisms created to sever relationships between people, civilizations, organisations, and cultures all over the world. It is a societal process that uses technology to shorten distance while shortening time and space. On the other hand, the term "media" can apply to a variety of means of inter-party communication, including the Internet, television, and radio. This plays a crucial role in communication since it affects how consumers think. Considering that it introduces communication technologies, globalisation has been at the forefront of revolutionising media. All businesses must consider the impact of globalisation because it improves their ability to function and communicate while expanding their customers. It facilitates operations and is essential for technological development. People can connect with one another wherever in the world, despite the ease with which organisations can be formed. Simply said, by making institutions global and reflecting convergence theory, science and technology promote identity and culture. These are the main issues and positioning options for media companies in the contemporary technology environment; this study examines the significance of globalisation.

Keywords: news, credibility, globalisation, Indian media, social responsibility

Introduction

Printing, editing, and news reporting have all changed as a result of globalisation. Additionally, it has made journalistic networking easier, but more importantly, it is increasing news distribution. Due to the advancement of communication and printing technologies, time and geographic boundaries between countries have been removed as a result of globalisation. Everything seems to be accessible with just a click. Information that was formerly secret and unknown has become more widely known as the cost of transmission has fallen and become more affordable.

Media in India

The entertainment industry, which has seen significant growth over the preceding 20 years, is one of the fastest-growing sectors in India.

There are now more than 400 operational state-owned channels, compared to just one in the 1990s called Doordarshan. The increased investment by the private sector and international media has greatly strengthened India's entertainment infrastructure. A recent investigation found that while India's newspaper sector is increasing considerably, the digitalization of the newspaper industry in the West is slowing it down. The results of a poll conducted by PricewaterhouseCoopers (PwC) indicate that Indians will likely increase their spending on entertainment in the future. Social media and the internet seem to be attracting viewers from all around India. The availability of so much information through so many different media creates issues with accountability.

In India, the media is recognised as the fourth pillar of democracy, alongside the legislative branch, executive branch, and judiciary. The media is essential for informing the public and influencing public opinion on important issues. It acts as a link between the populace and the executive branch. Indian democracy would be fragile without a strong media landscape. It provides a platform for

those who wish to voice their concerns. The media thus keeps a close eye on society.

History of Television in India

Unintentionally, television (TV) entered India when the government received television equipment from the multinational business "Philips" during a show in Delhi. Radio specialists who were experimenting with new technologies developed the first transmission of All India Radio in September 1959. At first, two hours twice a week were televised. In order to finance the first official educational broadcast for 250 schools in the Delhi region on specified days of the week, UNESCO duped and helped the Ford Foundation with a gift of 50 TVs. Before it could be seen, six years of constant, daily, one-hour service were required. The West German government provided support for radio, news bulletins in Hindi, and farmer-focused agricultural programmes when it first started in 1965. Consistent English news bulletins were launched in 1971. The first television factory in the country was founded in Kanpur in 1969. In the Delhi region, watching television was not allowed till the end of 1972. Transmitters were later installed in Srinagar, Amritsar, and Bombay in 1973. In 1975, new stations debuted in Madras and Calcutta.

The Satellite Instructional Television Experiment allowed India to be the first country in the world to employ a direct broadcast satellite to reach rural communities between 1975 and 1977. (SITE). SITE used an American satellite to broadcast four hours of instructional material each day to 2338 villages in six Indian states. While still being regulated by the Ministry of Information and Broadcasting, television was split off from All India Radio and placed under a new organisation called Doordarshan (DD) during the 1976 Emergency. Television underwent a revolution at the 1982 Asian Games. The Asian Games gave the administration a platform from which to showcase a shining India to the rest of the world. TV needed a unified national service and

cutting-edge technology to enable it because it was to be "the tool." Sports were broadcast on colour television as well. The 1982 launch of the INSAT-IA and INSAT-IB satellite systems allowed for a significant expansion of TV. Television grew in popularity when the Indian team competed and won the 1983 Cricket World Cup final. For DD programmers, economic and educational progress was a top concern. There weren't many entertainment shows. Additionally, after 1984, when shows like Hum Log and Soap, Ramayana (1987), and Mahabharata (1990) started broadcasting, viewing their sets turned to become a religious ritual. Pronnoy Roy (of NDTV) was reluctantly given permission by DD in 1988 to present one of the most well-liked programmes, "The World This Week," which aired till April 1996.

Freedom of Press in India

Article 19 (1) A of the Indian Constitution states that "freedom of speech and expression" is guaranteed, but it omits the word "press" and allows for restrictions on "sovereignty and integrity of India, security of the state, friendly relations with other states, public order, decency, and protection" (2) Concerning laws such as the Official Raj Act, defamation, the court, or contempt of court.

Globalization and its effects on Indian Television Media

The introduction of foreign media congressmen and the adoption of a new economic strategy by the Indian government at the beginning of the 1990s led to a fundamental transformation of the Indian television landscape by encouraging privatisation, removing state control, and liberalising media regulation. By having Cable Network Networks broadcast the Gulf Crisis live in 1991, the Indian metropolitan elite was given access to Western commercial television (CNN). Star TV, a satellite television service established in Hong Kong owned by News Corporation, was the first business to capitalise on the demand for an alternative TV channel. Being Satellite Service made its debut in 1991 with five channels. Due to the lack of Doordarshan, satellite channels swiftly grew in popularity because to their western programming and entertainment. In 1992, Subhash Chandra Goyal launched Zee TV, the nation's first and most well-liked private Hindi-language satellite channel. Home entertainment as a result advanced significantly.

Due to growing ad sales and viewership, many local media stations, including Sun TV, Asianet, and ETV, relocated to other states. For instance, Sun TV made its debut in Chennai in 1992 as the first privately owned station in South India. Twenty channels in Bengali, Tamil, Telugu, and Malayalam are currently available on Sun TV Network.

Cable Revolution

Star TV became more well-known in India as a result of the growth of satellite dishes that could download broadcasts. According to the law, cable companies served as the intermediaries between broadcasters and Indian viewers, but they eventually outlawed the satellite transmission of any signals coming from Indian territory. The cable business was not new to India because the video revolution (cassette

video parlours) flourished in the 1980s and created home networking to play videos for a monthly fee.

24/7 News

Satellite television provided a visual representation of the globalisation of capitalism in India. Even though satellite television is still in its infancy, the network has already undergone inconceivable growth. While NDTV was evaluating new avenues for partnership, he was granted a prime-time place for the daily half-hour news programme on the two Star networks. In 1998, Star and NDTV jointly launched "Star News," India's first 24-hour news channel, ushering in the second stage of growth. The 24-hour news channel for NDTV was introduced five years later. Zee TV debuted its news programme in 1999, "Aaj Tak," after India Today Group. The way news was gathered had significantly changed as a result of this. In the last 20 years, India has had an increase of over 78.

Impact of Globalization and Changes in Newsroom

The concept of 24-hour news outlets was developed in the West. The amount of news on TV each day may be around 4 hours due to the continual appearance of breaking news. Infotainment, which contains engaging themes or contentious issues that seem to be the most important ones in terms of media initiatives, takes up the remaining hours on news channels. He is really motivated to raise his television rating points (TRP) score. The actual issues affecting the country are being put on the back burner in favour of politics and celebrity trivia. There is sometimes little to no investigation done on news stories before they are broadcast. Massive factual distortion is a lie. Despite the media's commendable efforts in exposing fraud and keeping governments accountable, there are problems inside the industry that threaten its reputation in Indian society.

There are numerous difficulties in the news reporting process. Media outlets frequently behave unethically. It has turned into a business venture with the only objective of making money (media ownership, corporate bias and advertising bias). Industrial firms create media monopolies that have an impact on politics, the public, and the government. Large firms like Reliance and Viacom 18, among others, own media organisations.

The media was the first to report on the difficulties facing the nation and its progress. Following that, discussions and suggestions started. However, in contemporary times, these platforms are used to interact with the public in order to promote different causes and sway public opinion. Paid news or paid content refers to articles in periodicals, newspapers, and electronic media that highlight favourable developments for the organisation that paid for them. Without the tag, the news is equivalent to an advertisement. Investigative journalism is rebuilt as the sting operation opened a new chapter in the history of the press. When used properly, it can help disclose many hidden facts, however many journalists take advantage of it by removing targets or extorting people for high-profile postings. The media is denouncing fraud and corruption alongside other organisations.

Agenda Setting, Spin: Publicity, consent, or paid newsmaking are terms used to describe the process by which the media focuses on a certain issue. The typical reader is unaware of this in papers and does not believe that agenda-setting can be accomplished through the use of pre-

administered responses. "Accuracy" is one of the three important factors to take into account when reporting the news, as Joseph Pulitzer emphasised.

Comments or Analysis of 24/7 News Channels

Today's news has developed into a bundled product with a variety of thoughts, images, photos, and more. Channels aim to draw attention away from the main topic by discussing or emphasising fresh issues. Our society suffers as a result of this overzealous investigation, which occasionally violates moral principles and makes a mountain out of a molehill. In sensitive situations, privacy must be respected. Sensationalism aims to raise awareness of the value of other people's lives.

People's perceptions can be skewed by inviting these actors into the studio to produce a gripping script drama since forming opinions under the pretext of breaking news has become commonplace. The channel should invite a qualified panel of knowledgeable professionals to comment on the topic as these discussions influence public opinion. News dramatisation is a rising trend. Less support for important causes is exhibited on 24-hour news stations. When the news is live and exclusive, there is less time for accuracy and fact-checking because the story is breaking more fast. In a matter of minutes, the content is "online," and headlines are made in a matter of seconds.

Anchor ought to serve as the moderator of the expert panel. He shouldn't impose his opinions on others or judge them. The 24-hour news channel presents a wide range of news and is an interactive platform that gives voice to topics and concerns encountered by the typical person. Citizen journalism must be used to win the public's trust.

Globalization and its effects on news channels have raised questions about the truthfulness or dependability of the news carried on by multiple 24-hour news networks.

Issues of Media Globalization

For effective delivery to the end user, these issues that globalisation presents to enterprises in the media sector are listed here. Businesses work in their respective markets with the intention of growing their revenue and customer base, and in the media community, these actions are carried out taking into account the diffusion and consumption of production information. Among many other international organisations, the International Monetary Fund and the World Trade Organization commonly serve as the engine for globalisation, which seeks to illustrate how such enterprises are typically motivated by market concerns in the global arena.

High ethical standards established by international organisations must be followed by businesses (January 2009). As globalisation permits the transfer and interchange of information through the media, businesses are recommended to give information that is real and from sources that are relevant while following to ethical standards set for the purpose of preserving best practises in their operation. Since they are viewed as engines of advancement, businesses in the media are educated to use effective and efficient technology and philosophy.

Freedom of Media and Constitutional Restrictions

It is crucial to keep in mind that the freedom of speech and expression is one of the fundamental rights that American citizens are guaranteed. The right to express oneself freely is

shared by all citizens, and this includes the freedom of the press. The preservation of press rights was not specifically addressed, but the court has repeatedly ruled that the freedom of speech and expression guaranteed by the Constitution applies to the press as well. However, in addition to the press, it is now necessary to discuss whether or not citizens are granted total freedom under Article 19(1)(a). If freedom is constrained and susceptible to restrictions, then who has the power to enact the restrictions that are already in place?

Impact of Electronic Media on Culture and Society

The general population is made aware of the media via television, radio, and the internet. They impart knowledge from all across the world, which aids in the development of common sense. The news that is being reported through various media provides us with information on the events that are taking place in the globe today. Watching news, telefilms, and documentaries about social topics helps kids become more socially aware and care more about society. Our knowledge, language, and employment all advance as a result. Quiz-based TV and radio shows, as well as a variety of documentaries on history, literature, physics, philosophy, and the arts and cultures on networks like Khoj, BBC, and National Geography all contribute to enlarging viewers' knowledge and fostering their appreciation of various civilizations. According to research, the media has a big impact on a lot of our daily activities. The media is influencing the cultural and social values of the general populace. The media can use the shift in public opinion to their advantage. Public opinion and the formation of views and behaviours are influenced by the media's capacity to influence viewers to act in particular ways and think in particular ways. The manner of life and culture are impacted. The media has had a tremendous impact on how people think. Thanks to the media, he now has a fantastic platform to share his story with the globe and contribute in a special way to the altering global environment. The media is allegedly to blame for making the world appear small. The media industry's hostility of blogging and practises like open elections and citizen journalism have helped to establish social control. These concepts aided in the development of public opinion on social and political issues and facilitated communication between the media and the general public. The media has played a significant role in many positive achievements, including the elimination of racism and gender bias, the fight against global poverty, and the promotion of world peace. As a result of seeing television stories about women, there have been significant identity changes. Indian film and television audiences have observed a change in the portrayal of women as naive and subordinate women in an angry year. Despite India's strong traditional legacy always being in favour of the traditional position of women, such as housewives and mothers, the representation of women on television has called into question this ideal, leading to the development of a new understanding of what feminism means for the Indian woman. The contributions that radio and television have made to development in rural India should be recognised. Recent television projects have successfully impacted the way of life for rural residents. For example, TV programmes on jobs, agriculture, and health produced by Doordarshan have increased public awareness and tried to inspire the uplift of the socially underprivileged. The programmes

inspired people to fight illness, disease, and other societal problems. For instance, TV shows and discussion programmes that address the detrimental effects of societal norms like drug abuse and social norms like dowry and sati have had a similar effect.

Conclusion

The media sector has profited from the debates and discussions surrounding globalisation issues, which have also supported economic growth in many different nations. Media companies have benefited from globalisation since there is less need for time and distance now that there is a global village. However, media proprietors must take care to use modern technologies that can simplify their tasks while still providing the general public and all of their clients with top-notch content.

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