



INDIAN ELECTRONIC MEDIA AND GLOBALIZATION

◆ Dr. Sapna M. S.

◆ Dr. Radhika C. A.

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By:

Dr. Sapna M S

Dr. Radhika C A

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Preface

Media Management today has become one of the important component of the media business .In this ever evolving situation across the globe related to media, its investment, ownership, financial relations foreign investments, media is under scrutiny for each and every steps it takes. Media today in India has grown leaps and bounds in terms of investment, attracting foreign investors, and huge amount of turnover in past few decades' .The study of media management gives an insight into the competitive activity that has influenced the economy in the country to a large extent. The global players in different segments of media have been playing a crucial role in bringing competitiveness among its various media giants. The media scene in this millennium is radically different from what it was during the last century. The book mainly highlights the impact of globalization in the electronic media in India and the vast changes it has brought in the way business has been transformed .The book will surely add good information about the various concepts related to ownerships, content, viewership, and the role of these channels with empirical study and statistics .This Book will be useful for Post graduate students to be referred as a text book for the paper related to media management. We hope that the book will live up to your expectations and serve the students who are in need of added information.

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Dr. Radhika. C. A.

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CHAPTER - I
INTRODUCTION

1.1. Prologue

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

1.2 Media in the Age of Globalization

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

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

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

The media economics includes the economic policies and practices of media companies and disciplines including journalism and the news industry, film production, entertainment programs, print, broadcast,

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

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

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

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

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

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

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

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

The multinational corporations facilitated the implantation of the commercial model of communication, its extension to broadcasting and the 'new media' and its gradual intensification under the force of competition and bottom line pressures. The phenomenon of media globalization along with the increasing abundance of

media-text production has produced various effects which are being researched by communication scholars. Practically, major global media corporations have achieved monopoly over media institutions (Herman and Mc Chesney, 1997:160). The phenomenal expansion of multinational corporate media investment has resulted in the emergence of a global oligarchy of first tier corporations, which own and operate a variety of mass media contents and distribution technologies. They include: television, radio, film, music, broadcasting, satellite, telecommunication, cable, newspapers, magazines, publishing companies, Internet content providers, and other forms of converged digital media.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Much of the debate about media's role in the democratization of various societies around the world demands an examination of the implications of globalization. The nation states have become less concerned with public service and cultural activities. The creation of the WTO coincided with an unprecedented number of international mergers and acquisitions among transnational media corporations, which aggressively pursued the opportunities that privatization provided. These transnational developments have largely supported the

national and regional dominance of some of the world's most powerful second tier media firms of newly industrialized nations. Thus in the name of democracy, commercial media serve to cultivate the idea that market forces and small government rather than participatory democracy are the stewards of progress and guardians of public interest (Murphy, 2007:260). Democracy has been disfigured by the market forces which have imposed 'neo-colonialism in the age of globalization'.

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

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

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

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

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

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

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

communication, cultural and economic orders which are strengthened by global advertising and the entertainment industry”.

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

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

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

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

The global media adversely affect local culture, value system and public interest because of increasing media convergence, monopoly and imperialism. The public would be better served by meaningful and constructive media regulations and restrictions. The causes and effects of media globalization will continue to be both observed and debated by communication scholars, sociologists, economists and politicians alike. The trend of continuing media globalization has showed no recent signs of retreat. Both critics and advocates of media

globalization agree that there is fierce competition taking place between the first and second tier corporations. The smaller regional second tier corporations don't want to lose market share to the larger multinational corporations.

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

1.3 Electronic Media Management

Concept of Electronic Media

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

Features of Electronic Media

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

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

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

Electronic Media Management

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

The broadcasting professionals should be motivated to lead their operations effectively on the basis of sound inter-personal skills and relationships. The broadcasting managers should also understand the changing broadcasting environment and respond quickly in terms of technological applications and human resources development. They also need better financial skills to maintain budgets and generate income through effective broadcasting services and advertisements. They should be aware of price, product, promotion and place in order to market the programmes. The electronic media managers should also understand the consolidation, convergence and competition in the field of electronic media management.

The broadcasting policy makers and professionals should be good in strategic planning which is the basis for systematic management. The human resources and broadcasting resources should be properly organized and integrated with the overall structure and functions of broadcasting media. The broadcasting professionals should be motivated to perform well under the challenging circumstances. They should also achieve better control over the people and actions. They must closely monitor the organizational environment, factors and forces to achieve success in the management of broadcasting media.

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

Foundations of Electronic Media Management

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

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

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

considerable change as a result media convergence which is the integration of video, audio, Internet and computing systems as well as distribution technologies. Convergence continues to evolve and is another factor changing the face of electronic and digital media management.

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

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

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

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

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

1.4. Impact of Globalization on Electronic Media in India

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

Radio Broadcasting in India

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

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

The objectives of All India Radio are as follows

- Uphold the unity of the country and the democratic values enshrined in the constitution.
- Present a fair and balanced flow of information of national, regional, local and international
- Interest, including contrasting views, without advocating any opinion or ideology of its own.
- Promote the interest and concerns of the entire nation, being mindful of the need for harmony and understanding within the country and ensuring that the programmes reflect the varied elements which make the composite culture of India.
- Produce and transmit varied programmes designed to awaken, inform, enlighten, educate, entertain and enrich all sections of the people.
- Produce and transmit programmes relating to developmental activities in all their facets including extension work in agriculture, education, health and family welfare and science & technology.
- Serve the rural, illiterate and under-privileged population, keeping in the mind the special needs and interest of the young, social and cultural minorities, the tribal population and those residing in border regions, backward or remote areas.
- Promote social justice and combat exploitation, inequality and such evils as untouchability and narrow parochial loyalties.
- Serve the rural population, minority communities, women, children, illiterate as well as other weaker and vulnerable sections of the society.
- Promote national integration.

The All India Radio and Doordarshan have adopted the managerial and financial procedures in accordance with the objectives enshrined in the Indian Constitution. The procedural and political impediments have affected programming and professionalism in the broadcast industries (Chatterji, 1987:70). The radio sector remained the monopoly of the Public Broadcaster. The Indian airwaves were considered as 'public property' by the Supreme Court ruling in 1995.

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

The resurgence of radio actually took place in India in 1995 with the commencement of FM broadcast by AIR. In 1999, the Government announced a liberalized policy for expansion of FM Radio broadcasting through private agencies during the Phase I. The purpose of the policy was to make quality programmes with a localized flavor in terms of content and relevance. In May 2000, the Government auctioned 108 frequencies in the FM Spectrum across 40 cities in the country to the Private Agencies. A new policy of expansion of FM radio broadcasting was made through private agencies during Phase II in 2005. The FM

radio was further expanded in the country after the Phase III which facilitated the establishment of about 690 more channels. The non-profit organizations were enabled to establish the community radio in 2006 as effective instrument of grassroots development in India (Chatterji, 2009:71).

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

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

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

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

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

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

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

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

Television Broadcasting in India

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

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

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

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

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

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

Several committees headed by legal luminaries, bureaucrats, policy makers and intellectuals have examined the question of autonomy to electronic media in India. The broadcasting system has been reformed over a period of time on the basis of the reports submitted by various committees. The emergence of satellite and cable distribution of programming has dramatically increased the number of channels available in India. Throughout the world, commercialization of national television systems has become an integral part of

globalization programs. The Doordarshan's commercialization and self financing was encouraged by the increasingly neo-liberal governments of the 1980's and 90's.

In 1991, DD broadcast the Gulf War. The economic reforms of 1991 paved the way for the entry of foreign media companies into television. The space invasion practically colonized the Indian homes. A more important development was the introduction of a five channel satellite service in 1991 by Hong-Kong based Star TV, eventually controlled by Rupert Murdoch. This system was well received by the Indian elite.

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

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

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

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

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

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

The television industry grew by 15.5 per cent in 2010. The number of News and Current Affairs channels was 312 and that of Non-News and Current Affairs channels was 314 up till January 2011. A total of 75 channels were down-linked till January 2011 by a number of foreign broadcasters. The modern television technologies had also boosted the status of television broadcasting in India. There was a great demand of niche content.

The entry of multi-channel private satellite television without any regulatory framework in place has certainly made a major difference to the media landscape. The satellite television channels lack the journalistic experience and reserves of the press and function in a semi-mature or immature environment. The proliferation of satellite television has occurred in the absence of better and richer choice of contents which have raised serious concerns about objectivity, accountability, rationality, professionalism and corporate social responsibility. The sensationization and trivialization of news have also attracted public criticism (Ram, 2011:303).

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

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

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

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

The invasion of sky by the satellite television also compelled certain major policy changes in the electronic media management in India. The Government of India liberalized the broadcasting and allowed the broadcasters irrespective of their ownership and management to uplink from India with a condition that they must abide by the norms and guidelines of government on advertising and broadcasting services. There was no restriction on foreign equity in production of software, marketing of television rights, airtime and advertisements. The emergence of private television channels in India brought about remarkable progress in the field of broadcasting management in the country. The new media of communication also allowed greater intellectuals participation. There also is a growing selection of satellite transmission and cable services available in India (Manjappa, 2015:225).

India became one of the world's top 15 global media and entertainment markets. The country has the third largest television market. The television medium has fundamentally reshaped Indian democracy and emerged as a critical social lever. The ownership patterns in Indian television, the divergences and commonalities across regional languages have boosted the status of television industry (Mehta, 2015:243). The television industry has grown commendably after the entry of foreign television channels which have made the television market highly competitive. The viewers are likely to switch over to DTT by 2021.

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

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

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

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

1.5 Broadcasting Reform in India

Electronic media are the most powerful media because of their audio – visual impact on the minds of the people and their greatest reach covering all sections of the society in a big democracy like India. India is a prominent broadcasting power in the world. The All India Radio continues to be the largest radio network in the world while Doordarshan is the second largest terrestrial television network in the world. Indian broadcasting is also governed by well defined principles and practices. Broadcasting in India was controlled by the state entirely before the era of economic liberalization.

The Indian Telegraph Act of 1885 ensured the concentration of all powers of wireless broadcasting in the hands of the then British government. The Indian Wireless Telegraphy Act, 1933 came into existence to deal with the possession of wireless apparatus and receivers which were not part of the earlier Act. The Government of India brought about five amendments to this Act between 1957-1974. The term 'Telegraph' was expanded to any telegraph line, appliance, or apparatus for the purpose of affording means of telegraph in independent India. The government monopoly over radio and television broadcasting derives from this Act.

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

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

The Government of India passed the Cinematograph Act in 1952 which created an apparatus for the censorship of films intended for public viewing. The Board of Film Certification functions according to the restrictions in Article 19(2) of the Constitution. The Act was amended 7 times between 1953 and 1984. Chanda Committee (1964) recommended that confidence in the faithfulness of government information should be generated. It provided the basis for broadcasting management during sixties and seventies.

Doordarshan began television broadcasting on September 10, 1959 in Delhi. Vikram Sarabhai was the founder of satellite communication in India. He played a crucial role in the conduction of indigenous satellite development programmes when Indira Gandhi became the Prime Minister in 1966. There was expansion of television in the decade of 1970s. The Bombay station (1972) came into existence as the second television center in the country. It was followed by stations in Amritsar and Srinagar (1973), Calcutta, Madras and Lucknow (1975). The relay stations were also set up in a number of cities to extend the coverage of the regional stations. Sarabhai was instrumental in launching the Satellite Instructional Television Experiment in 1975.

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

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

The government appointed a Working Group on Software for Doordarshan under the Chairmanship of P.C. Joshi in (1982) to prepare a software plan for Doordarshan in accordance with the objectives of national development. The committee made specific recommendation to reform the functioning of Doordarshan under the leadership of the Director General. The news of assassination of Indira Gandhi was delayed by the official media and raised serious doubts about their professional independence. The Delhi High Court ruled

that the fundamental right to freedom of speech on Doordarshan should not be curtailed by a departmental rule or instruction. The Supreme Court also ordered that Doordarshan being a state controlled agency maintained by public funds should not deny access to the screening of any full except on valid grounds. In 1983, limited numbers of television signals were available to the people but by 1985 it was about 56%. By 1990 about 90% of the population had access to television signals.

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

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

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

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

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

In 1996, the Ministry of Information and Broadcasting drafted a note for the Union Cabinet on the new broadcasting law dealing with Direct to Home Broadcasting Services. The Central Government finally introduced the Broadcast Bill in May 1997 on the basis of constitutional provisions, committee reports and court judgments. Several issues and concerns were considered and expressed in the Bill. The Bill was referred to a Joint Select Committee of Parliament to make appropriate changes and modifications with a focus on professional and national implications.

The United Front Government headed by I.K.Gujral notified Prasar Bharati Act on September 15, 1997. The new legislation provided for the provision of a parliamentary committee to oversee the functioning of Prasar Bharati Corporation. But it was decided to scrap the committee since it was a major impediment to the autonomy of the corporation.

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

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

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

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

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

The Draft Broadcast Regulation Bill recognizes that ‘the airwaves are public property’ and therefore it is necessary to regulate the use of the airwaves in the national and public interest. The Bill proposes the establishment of an independent authority, the Broadcasting Regulatory Authority for the purpose of regulating and facilitating the development of broadcasting services. All television channels, whether Indian or foreign, would also be required to register and to comply with the Programme Code and Advertising Code laid down in the 1995 Act. The Bill also makes it mandatory for broadcast channels to transmit at least two Doordarshan channels and one regional channel of a state in the prime band. The Government thought of regulating the use of such airwaves in national and public interest, particularly with a view to ensuring proper dissemination of content and in the widest possible manner.

Telecom Regulatory Authority of India (2008) made certain recommendations on restructuring of cable television services in India since it has jurisdiction over spectrum allocation decisions. The most significant recommendations propose the replacement of the present system of registration for Local Cable TV operators (LCOs) with a licensing framework, and the creation of a separate licensing provision for Multi-System Operators. The Government of India enacted Prasar Bharati (Broadcasting Corporation of India) Amendment Act on March 28, 2008 and declared the Chairman as the part time member with a term of office of 6years. The executive members were considered as full time members with a term of office of 6years.

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

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

These recommendations should be strictly implemented in India in order to address the immediate issue of curbing unhealthy media practices. The role and performance of electronic media institutions should be examined by the independent regulatory body in order to ensure responsible management and performance of electronic media in India.

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

1.6 Social Significance of the Study

Globalization has affected all spheres of human life including media in India and abroad. Scholars have examined the pros and cons of the phenomenon of media globalization. The world has become a much more integrated market based in capitalist or marketplace economics. The media institutions are subjected to commercialization supported by advertising industry. Scholars like Barnet and Cavanaugh (1994:31), Robertson (1995:311), McDowell (1997:237), Melkote et al. (1998:245), Ram (2000:302), Hilliard and Keith (2001:163), Banerjee (2002:28), Jjuuko (2002:173), Chang (2003:68), Agrawal and Shalini (2006:02), Kohli (2006:189), Guru and Mariswamy(2014:146), Manjappa (2015:225), Desai (2016:96), Ravi and Guru (2016:307) and Rutovic (2017:313) have examined the impact of globalization on media across the world.

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

1.7 Statement of the Problem

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

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

1.8 Objectives of the Study

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

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

1.9 Presentation of the Study

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

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

The third chapter research methodology contains the essentials of the present investigation such as focus of the study, hypotheses of the study, variables of the study, research design, selection of study areas, selection of study sample, statistical analysis and definitions of the terms used in the study.

The fourth chapter data analysis provides the results and discussion of the present investigation under different compartments namely demographic features of the sample, impact of globalization on electronic media policy in India, impact of globalization on electronic media system in India, impact of globalization on electronic media technologies in India, impact of globalization on electronic media services in India, impact of globalization on electronic media ethics in India and impact of globalization on corporate social responsibility of electronic media in India.

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

1.10 Summary

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

CHAPTER - II
REVIEW OF LITERATURE

2.1. Introduction

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

2.2. Globalization and Communications Media

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

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

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

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

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

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

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

Ram (2000:302) examined the emerging trends and issues concerning the media in India. The study revealed that there was visible gap between the two major media traditions in India – the older tradition of a diverse,

pluralistic, and relatively independent press, and the younger tradition of state-controlled radio and television. The scholar remarked that the previous tradition represented professional norms and responsibilities while the recent tradition reflected a stultifying and largely misspent tradition.

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

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

Hilliard and Keith (2001:163) studied the management of modern electronic media which had undergone revolutionary changes technologically and professionally. The study revealed that video industries strived for improving the delivery systems which generated adequate revenue in modern society since sales efforts were aimed at advertisers. The scholars stated that corporate – owned broadcast groups earned maximum advertising revenue because of their high quality programming and promotional activities.

Chomsky (2003:75) analyzed the media control in the globe which demonstrated a spectacular achievement of propaganda. The study revealed that modern media organizations were abused by the market forces which were wedded to commercialization. The scholar found that increased commercial competition in global media had tilted the balance in favor of the market forces.

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

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

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

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

Vilanilam (2005:387) examined the mass communication in India. The study revealed that Indian media were subjected to the ownership of market forces which resulted in the media imperialism. The scholar pointed out that the western media contents adversely affected the indigenous culture of India and posed

serious threats to social responsibility of media. The study emphasized that electronic media in India were highly irresponsible since they attached more importance to crime, sex, music, fashion, sports and other subjects.

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

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

Deuze (2007:97) studied the digital media environment in modern times. The study revealed that media had become home to an eclectic bunch of people. The scholar used the scholarly and professional literatures in a wide variety of disciplines and offered an account of contemporary media profile and performance. The scholar emphasized that digital media supercharge the dilemmas, as industries merge and media converge and intellectuals become co-creators of content online. The scholar suggested that media professionals should cater to the needs of the intellectuals in a competitive media management era.

Kheeshadeh (2007:187) analyzed the effects of globalization on mass media in the world. The study revealed that access to media was unequally distributed between the north and south in the age of globalization. The scholar stated that the intellectuals gained more awareness through media exposure about the global environment and activities. The study emphasized that in the age of globalization hybrid culture was developed in the place of local culture.

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

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

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

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

Clifford (2008:79) examined the media management in modern times. The study revealed that methods of obtaining intellectuals feedback with reference to radio, television and Internet were not scientific. The

scholar observed that contemporary media organizations were interested in understanding the feedback of the intellectuals who mattered most.

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

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

Freedom House (2010:123) studied the setbacks to global media freedom in the age of globalization. The study revealed that the structure of media ownership; transparency and concentration of ownership; the costs of establishing media as well as of production and distribution; the selective withholding of advertising or subsidies by the state or other actors; the impact of corruption and bribery on content; and the extent to which the economic situation in a country affected the development and sustainability of the media. The scholar found that market forces have given a new dimension to media management and promoted hegemony, consumerism and other tendencies which benefitted them.

Albarran (2010:05) analyzed the media economy in the context of globalization of media. The study revealed that the electronic media function as an important component of the economic system. The scholar noted that in the United States and other developed nations, most firms engaged in the electronic media operate in the private sector and thus deliver their content and services for profit in the age of globalization.

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

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

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

Du (2012:104) explored the inter-media agenda setting in the age of globalization. The study revealed that the agenda-setting function of mass media was affected by globalization on the basis of international media functions and influence. The scholar reported that comparisons within a local area to cross-national inter-media comparisons took place in the field of media management. The scholar suggested a complex inter-nation inter-media relationship in the age of globalization.

Mohamed (2012:253) examined the extent to which globalization had enhanced the capacity of journalism and the media to build peace and harmony in the modern world. The study revealed that globalization had brought about new form of citizen journalism which promoted peace and harmony. The scholar stated that the media had transcended geo-political barriers created by national media system in the age of globalization. The scholar suggested that media should be utilized as instruments of peace and progress in modern times.

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

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

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

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

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

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

2.3. Electronic Media and Culture

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

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

Morley and Robins (1995:256) examined the spaces of identity, global media, electronic landscapes and

cultural boundaries. The study revealed that globalization of media practically removed all the barriers to communication and development. The scholar found that electronic landscapes also integrated the various cultures and groups across the globe under the banner of communication revolution. The scholars also noted that globalization of economy and media benefitted the dominant forces in the world.

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

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

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

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

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

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

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

Artz and Kamalipour (2003:21) explored the globalization of corporate media hegemony. The study revealed that the corporate media had failed to promote social justice and economic equity since they were guided by business considerations. The scholars found that modern electronic media were used as tools of promotion of cultural and corporate hegemony in modern times. The study concluded that the world economy had created a new system of networked communication which benefitted the masters rather than people across the world.

Butcher (2003:58) examined the relationship between the transnational television and culture in India. The study revealed that Rupert Murdoch's News Corporation had promoted western culture and consumerism in India. The scholar noted that transnational television defined, created and maintained the identity which saw the downfall of the professional accountability of electronic media in modern times.

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

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

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

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

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

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

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

Emmerson (2009:111) explored the relationship between music, electronic media and culture. The study revealed that the technology had revolutionized the ways that music was produced in the twentieth century. The scholar found that all kinds of sounds were brought into the remit of composition, enabling the music of others to be sampled (or plundered), including that of unwitting musicians from non-western cultures. The scholar suggested that the sound world should provide stimulating and invigorating services to the mankind rather than exploitative and destructive contents and programmes.

Mainsah (2009:221) examined the political economy of media globalization. The study revealed that the authentic traditional and local culture was battered out of existence by the indiscriminate dumping of large quantities of slick commercial and media products from the US. The scholar noted that the process whereby the ownership, structure, distribution of content of the media in any one country are singly or together

subject to substantial external pressures from the media interests of any other country or countries without proportionate reciprocation of influence by the country so affected by globalization of media.

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

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

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

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

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

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

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

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

Domirani et. al. (2014:101) examined the cultural impact of globalization on the national broadcasting media in Iran. The study revealed that education, lifestyle and life skills were affected by the transnational corporations' owned media in the age of globalization. The scholars opined that globalization influenced societies on different levels and changed their religious, culture and political view point which might as well

get influenced by time and location or even beyond these scopes. The scholars suggested that media institutions and higher learning institutions should change according to the challenges of globalization.

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

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

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

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

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

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

2.4 Electronic Media and Society

Rajan (1993:301) conducted a study on the social and cultural impact of satellite broadcasting in India. The study revealed that satellite communication provided a cost effective solution for information gathering and dissemination in broadcasting industry. The scholar stated that satellite communication provided culture-specific and socially beneficial television services in India. The scholar suggested that satellite broadcasting should be managed and developed in India as effective instrument of social development in the new millennium.

Marshall et. al. (1994:230) explored the social and cultural impact of satellite broadcasting in the Asia Pacific region. The study revealed that satellite broadcasting had promoted cultural imperialism in Asia Pacific region. The scholars found that the intellectuals were depicted as passive by the broadcasters. The scholars suggested that the Asia Pacific governments should enact progressive broadcasting laws to set things right and facilitate participatory communication and development in the age of globalization.

Sinclair et. al. (1996:338) examined the new patterns in global television. The study revealed that the culture, environment, human rights and other vital aspects of development were neglected by global television

channels because of the vested interest of the market forces. The scholars observed that the geo-linguistic regions based communication space in the light of satellite television broadcasts. The scholars suggested that the broadcasters should take into account the cultural differences and produce programmes which benefit the people who represent for many countries.

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

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

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

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

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

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

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

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

across the globe in the age of globalization. The scholars suggested that low power FM radio stations should play a vital role in the inclusive development of weaker sections of society.

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

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

Hamilton (2004:151) investigated the challenging conditions of low-power FM radio. The study revealed that FM radio achieved considerable progress through flexibility in programming content presentation, creative explosion and listeners friendly services in modern society. The scholar suggested that FM radio stations should provide adequate current affairs oriented programmes to the listeners on the basis of intellectuals research findings and recommendations.

Siochru (2004:342) studied the social consequences of the globalization of the media. The study revealed that electronic media, telecommunications and Internet were the most influential media of communication in the new era. The scholar found that these media were subjected to centralization of ownership and witnessed the reorganization of hardware, software and content production, and the global redistribution of activities. The scholar suggested that suitable legal, professional and moral measures would prevent the ill effects of globalization on media, culture and environment.

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

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

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

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

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

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

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

Gale (2007:129) investigated the impact of television on American society. The study revealed that American television had broadcast more sex and violence programmes and spread the American popular culture. The scholar opined that American television had posed serious threats to unique local traditions and ways of life in other countries. The scholar suggested that television should be promoted as a means of cultural promotion, social harmony and development of people.

Huesmann (2007:165) studied the impact of violence in television, movies, video games, cell phones, and on the Internet. The study revealed that electronic media contents had increased the risk of violent behavior on the viewer's part. The scholar remarked that electronic media contents had increased the violent behavior of the young generation in modern times. The scholar suggested that electronic media contents and services should be regulated by suitable broadcasting laws.

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

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

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

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

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

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

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

Singh and Sandhu (2011:339) investigated the impact of television commercials on people in India. The study revealed that television commercials had increased consumerism in modern times. The scholars reported that television commercials had degraded the women and boosted materialism. The scholars suggested that television commercials should be governed by the broadcasting laws and other stakeholders of public peace and progress.

Malik (2013:222) studied the relationship between the media and militancy with reference to the use of FM radio by Taliban in Swat. The study revealed that Talibanis used the airways under the leadership of Maulana Fazlullah to reach out to the masses on the pirate FM radio. The scholar found that the timings and contents used by the Maulana for broadcasts were carefully chosen to reach the maximum number of people in Afghanistan. The scholar also observed that FM radio was not used systematically to mobilize political forces and action in a democratic way and Taliban movement could not achieve success due to fascist and undemocratic leadership of Fazlullah.

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

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

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

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

2.5. Electronic Media and Economy

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

markets should be scientifically examined to enrich the business foundation of broadcasting management in modern society.

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

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

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

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

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

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

Brosius and Butcher (1999:50) carried out an investigation on the audio-visual media in India which failed to meet the developmental needs of the people. The study revealed that audio-visual media were used as instruments of propaganda and profit making by the market forces in the new era. The scholar suggested that audio – visual media in India should redefine the concept of broadcasting and provide healthy education, entertainment and advertisement to the people as a matter of corporate social responsibility.

Albiniak (2000:08) conducted a study on the style of functioning of modern FM radio stations. The study revealed that FM radio stations posed serious challenges to public broadcasting institutions in modern times. The scholar observed that FM radio industry had further growth opportunities in the new millennium. The scholar suggested that FM radio industry should collaborate and implement a measurement system that supports the growth of the industry on the basis of sound ethical and professional considerations.

Hendy (2000:159) explored the political economy of radio in the digital age. The study revealed that FM radio faced tough competition from the web radio which mainly catered to the niche intellectuals that were not satisfied with film songs played by most modern FM radio stations. The scholar remarked that FM radio

stations were controlled by the market forces who were guided by the business considerations. The scholar suggested that FM radio stations should change their profile and performance to live upto the expectations of the intellectuals.

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

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

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

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

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

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

Withers (2002:402) carried out an investigation on the economics and regulation of broadcasting in modern times. The study revealed that broadcasting sector was linked to the digital revolution in technology at the core of the new global knowledge economy. The scholar reported that the economics of broadcasting focused on the nature of broadcasting markets and the nature government involvement in those markets. The scholar suggested that government should intervene for the value based and people oriented broadcasting management in the age of globalization.

Sterling and Kittross (2002:355) conducted a study on the economics of American broadcasting. The study revealed that America promoted broadcasting industry on the basis of technological innovations and business considerations. The scholars found that America had emerged as a prominent media power in the world since broadcasting was considered as a prominent business. The scholars noted that the cost of advertising had become more competitive due to the consolidation of broadcasting industry by the market forces.

Anderson and Coate (2003:15) explored the market provision of broadcasting from a welfare point of view. The study revealed that the advertising dominated the broadcasting management in modern times. The scholars noted that the advertising levels would be too low or too high, depending on the nuisance cost to

viewers, the substitutability of programs, and the expected benefits to advertisers from contacting viewers. The scholars emphasized that monopoly ownership might produce higher social surplus than competitive ownership and the ability to price programming may reduce social surplus.

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

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

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

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

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

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

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

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

Guru and Mariswamy (2014:146) explored the communication policy in the age of globalization in India. The study revealed that the broadcasters had used certain hybrid models which govern the economics of

radio. The scholars remarked that in the urban areas FM stations were more popular through infotainment, edutainment and advertisement programmes which appealed to the young generation of intellectuals. The scholars suggested that FM radio stations should be managed on the basis of strict government regulations, reasonable restrictions and corporate social responsibility in modern India.

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

Albarran (2016:07) evaluated the management of electronic and digital media in modern times. The study revealed that media conglomerates had emerged in the age of globalization and converted electronic media into tools of business promotion. The scholar reported that electronic media had become profit oriented channels of communication and affected the culture and economy considerably. The scholar suggested that electronic media should be governed by certain ethical and legal norms and guidelines.

Slama (2017:343) investigated the impact of digital media on the economy of Indonesia. The study revealed that electronic media had transformed the economy and culture in modern times. The scholar stated that the Islamic preacher economy was affected by the recent broader trends and developments which brought about greater sensitivity to the needs and worries of Indonesian middle-class Muslims.

2.6. Electronic Media and Politics

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

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

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

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

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

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

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

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

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

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

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

Rajagopal (2001:300) assessed the politics after television in the context of Hindu nationalism in India. The study revealed that the complexion of Indian politics was irrevocably changed after the broadcasting of Hindu mythological stories. The scholar opined that Hindu nationalist leaders embraced the prospects of neo-liberalism and globalization. The study highlighted that television symbolized the new possibilities of politics, at once more inclusive and authoritarian.

Price and Verhulst (2001:294) carried out an investigation on the broadcasting reform in India from a global perspective. The study revealed that broadcasting reform was carried out in India systematically in the post-independence era. The scholars remarked that broadcasting management had taken a different turn in India in the age of globalization. The scholars suggested that broadcasting media should be given the freedom of speech and expression in order to facilitate public opinion formation on vital issues relating to democracy and development.

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

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

Flew (2002:120) examined the relationship between broadcasting and social contract in the age of globalization. The study revealed that changes in technology changed the way media policy is formulated across the globe. The scholar reported that technological changes practically diminished the influence of traditional media and brought about a protectionist regime that has characterized broadcasting policy in the world. The scholar suggested that broadcasting services should be delivered on the basis of well defined principles and practices in order to protect democracy, culture and people.

Tomlinson (2002:377) evaluated the media imperialism in the new era. The study revealed that television soap operas had world wide appeal of American culture and demonstrated absolute media imperialism. The scholar stated that television broad casting services were greatly influenced by the American aspirations and highlighted the universal feelings which transcend the national cultures.

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

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

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

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

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

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

and civil defamation, contempt of court, legislative privilege, official secrecy, national security, and incitement to offences – and had a chilling effect on freedom of expression.

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

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

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

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

Sterling and Huyer (2010:356) studied the power shifts and participatory spaces. The study revealed that community radio, enhanced with modest interactivity functionality, offered women an effective opportunity to be heard in similar communities served by community radio. The scholars opined that FM radio had the potential to ensure the personal empowerment and social capital related to information and communications technology (ICT). The scholars suggested that FM radio stations should adopt technology and development strategies by encouraging technologists and social scientists to focus efforts and attention on the multiple locations, opportunities and manifestations of women's empowerment as a core implementation and assessment goal.

Petkova (2011:289) analyzed the recent developments in the relationship between media and politics based on representations on Bulgarian television. The scholar focused on the national terrestrial television channels which influenced the attitude of the people in modern times and attracted consumer interest. The scholar reported that the structure of news programmes and the characteristics of each news story were not aimed at provoking a public-spirited position and citizen participation.

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

O'Mahen (2013:277) carried out an investigation on the impact of government broadcasting subsidies on political knowledge and participation in modern times. The study revealed that the industrialized democracies were responsible for the expansion of broadcasting industry across the globe. The scholar found

that the clash of interest between the market forces and public broadcasters caused the steady decline of public broadcasting's positive influence in a continuously fragmenting media universe. The scholar suggested that public broadcasters should inject the values of public service, non-profit broadcasting in an increasingly competitive, privately oriented for-profit media world.

Parvatiyar (2014:283) conducted a study on the role of media in Indian politics. The study revealed that electronic media and social media had played an important role in politics and contributed significantly towards public opinion formation. The scholar noted that the independent electronic media had an effective check on government's power and influence over its citizens. The scholar suggested that television and radio networks should be controlled through suitable legislations in order to make broadcast media remain objective and responsible.

Prerna (2015:293) explored the role of social media in the transformation of Indian politics. The study revealed that social media had gained an upper hand over conventional electronic media, mammoth rallies and advertising. The scholar observed that social media had brought about a new cusp of media democratization in the age of liberalization and privatization of media. The scholar suggested that media should become public space for better public deliberations on political issues and concerns.

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

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

2.7. Globalization and Electronic Media

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

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

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

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

Atkinson and Raboy (1997:22) carried out an investigation on the challenges of public service broadcasting. The study revealed that communication researchers, specialists, managers and other stakeholders of broadcasting management were confronted with the interplay of technical, commercial and political factors

that affected broadcasting management in modern times. The scholars remarked that the professional broadcasters and policy makers struggled hard to maintain and strengthen the legitimacy against the dictates of solely market driven logic of contemporary broadcasting management.

Ninan (1998:271) conducted a study on the history of Indian broadcasting reform. The study revealed that the impetus governing broadcasting philosophy and practices were rooted in fundamental democratic principles enshrined in the Constitution of India. The scholar pointed out that the Broadcasting Bill, 1997 reflected the development imperatives, fears of alien cultural imperialism and public interest.

Sinha (1998:341) explored the impact of globalization on public service broadcasting in India. The study revealed that the new era of economic liberalization had opened the door to foreign direct investment in India. The scholar observed that commercialism had endangered the traditional ideals of public service broadcasting in India. The scholar concluded that television had become a carrier of commercially sponsored and privately produced broadcasting programmes in India.

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

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

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

Gunasekera and Paul (1998:141) studied the emergence of television as a medium of infotainment in India and other Asian countries. The study revealed that the number of television sets had remarkably increased and portrayed the western cultural ethos in the Asian countries. The scholars suggested that television programmes should focus more on educational and economic progress of the people who were not active participants in the process of national mainstream.

Walker and Ferguson (1998:389) analyzed the broadcast television industry. The study revealed that the broadcast television industry enabled the broadcasters to communicate with a huge number of people almost simultaneously. The scholars noted that electronic media could had cognitive, emotional and behavioral effects on the intellectuals, influencing and changing people's lives. The scholars also referred to the numerous trends that had changed the electronic media industry including convergence and consolidation of media by the market forces.

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

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

advancements and business considerations.

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

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

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

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

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

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

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

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

Page and Crawley (2001:279) carried out an investigation on the transformation of broadcasting in South Asia brought out by the arrival of new satellite channels during the 1990s. The study revealed that

broadcasting institutions had become effective channels of communication due to technological changes and applications. The scholars emphasized that satellite television channels had played a crucial role in the expansion of broadcasting media which represented the cultural and economic globalization.

Mahmood (2001:219) conducted a study on the electronic media policy and practices in South Asia. The study revealed that the use of electronic communication was an integral part of national development in modern times. The scholar noted that broadcasting media policies were formulated in accordance with the constitutional aspirations and ethics of broadcasting in the South Asian countries. The scholar suggested that market forces should not sit on the driver's seat from broadcasting media management point of view in order to safeguard public interest and professional ethics.

Servaes and Lie (2002:329) explored the media globalization through localization. The study revealed that the digitalization and convergence of both old and new information and communication technologies had changed the direction of broadcasting media services across the globe. The scholars observed that in the age of globalization the media convergence had blurred the distinctions between the global and the local broadcasting boundaries. The scholars suggested that broadcasting services should be delivered on the basis of professional and corporate responsibility.

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

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

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

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

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

Jakubowicz (2007:169) assessed the public service broadcasting in the age of globalization. The study revealed that hundreds of competing broadcasting channels had come into existence across the world in the age of globalization. The scholar stated that the BBC had established its reputation as one of Britain's foremost national brands. The study emphasized that the status of public service broadcasting was affected by the rapidly changing media landscape. The scholar suggested that public service broadcasting should

retain its basic characteristics and change very significantly by developing a new relationship with their intellectuals.

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

Chakravarthy (2009:63) conducted a study on the changing trends in public broadcasting in India. The study revealed that the broadcasting environment underwent revolutionary changes in the age of globalization. The scholar opined that the new environment of media diversity reshaped the traditional notion of broadcasting on account of the remarkable growth of multinational media industry and stronger competition for intellectuals in India. The scholar suggested that public broadcasters should adopt new regulatory frameworks in order to fulfill their mission in new ways by adding more value to professional ethics and social responsibility.

Thussu (2009:374) explored the contents and effects of Star TV in India. The study revealed that Murdoch's channels unashamedly promoted the values of free-market capitalism in the age of globalization. The scholar observed that the opportunities provided by the new communication technologies, coupled with substantial foreign investment in news and the professionalism that globalization has brought to India were wasted. The study emphasized that networks such as Star News propagated dominant neoliberal ideology and helped to legitimize a media market place in India and other developing nations.

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

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

Brevini (2013:49) investigated online public service broadcasting in Europe. The study revealed that online broadcasting services were influenced by the political economy and institutional traditions of Europe. The scholar reported that European framework and commercial pressure from rival competitors molded the broadcasting policies. The scholar concluded that the development of institutional and national policies on PSB online was essentially framed by each national context in the age of globalization in Europe.

Albarran (2013:06) studied the management of electronic and digital media. The study revealed that electronic media continue to occupy an important place in society through the dissemination of information and entertainment, despite the growth of new technologies. The scholar stated that electronic media managers strived for balancing the needs of marketplace with the public interest in modern times. The scholar suggested that electronic media management should be strengthened on the basis of talented and committed broadcasting professionals.

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

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

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

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

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

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

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

2.8. Electronic Media and Corporate Social Responsibility

Deodhar (1991:95) investigated the growth and development of Indian electronics media. The study revealed that media content had undergone change even as media has been hijacked by the commercial world. The scholar reported that Internet and the print media have served the people of India better than radio and television which are commercialized in the age of globalization. The scholar suggested that electronic media should free the knowledge locked in written words and function with due respect to social responsibility and professional ethics in modern times.

Belsey and Chadwick (1992:34) studied the corporate social responsibility and ethical issues in journalism and media in the new age. The study revealed that besides media laws and regulations informal controls within the media organizations and concerted efforts of various pressure groups were equally important for the protection of public interest. The scholars found that modern business organizations and media institutions were required to function with a fair mindset and social responsibility to comply with ethical norms and safeguard public interest.

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

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

Fink (1995:117) carried out an investigation on the relevance of media ethics and corporate social responsibility in the new era. The study revealed that market forces ignored the public interest since they were primarily concerned about making profits due to competitive business management. The scholar noted that mass media treated people as means to an end. The scholar further observed that media organizations had an obligation to the profession to maintain respectable standards in accordance with the loyalty dimension.

Saksena (1996:317) conducted a study on the changes and challenges of television broadcasting in the age of globalization. The study revealed that radio and television stations in India and abroad changed the ways and means of broadcasting due to the emergence of new technologies. The scholar opined that the radio and television stations had broadened their horizons in the age of globalization and gained more number of users on account of digital technological revolution. The scholar suggested that electronic media in India should ensure a paradigm shift towards equitable and sustainable human development.

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

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

Easwar (2000:106) evaluated the challenges and new initiatives of public service broadcasting. The study revealed that the digital era had heralded more channels and more choice to the intellectuals. The scholar opined that there was decline of public service broadcasting and substantial erosion of the public media since the dominant powers were not committed to the welfare and progress of the weaker sections. The scholar suggested that the electronic media should function effectively as the voice of the people and instrument of public welfare and progress in the modern times.

Croteau and Hoynes (2000:86) investigated the role of market forces in the new era. The study revealed that media institutions had become powerful industries which had neglected corporate social responsibility and public interest beyond all doubts. The scholars observed that modern media industries were wedded to new imperialistic forces which had abused the freedom, opportunity and responsibility.

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

Maignan and Ralston (2002:220) analyzed the corporate social responsibility in Europe and American business and media organizations. The study revealed that profit motives gained an upper hand over the social responsibility. The scholars reported that modern corporate houses were managed by the market forces

which ruled the roost in all walks of life. The study suggested that greater socially responsible delivery system should be developed in the media and other corporate houses to safeguard public interest and promote professional excellence.

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

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

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

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

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

Lenhart (2008:205) investigated the corporate social responsibility of media. The study revealed that the contemporary concerns about mediated messages were not limited to television but extended to the Internet and other media. The scholar pointed out that although television and other media could have positive effects, most of the contents were known for negative effects on children and young people. The scholar pointed out that the effects of media contents is complex because humans were also complex by nature.

McManus (2009:238) studied the tendency of commercialization of news in the age of globalization. The study revealed that people raised in consumer society considered the abundance of commercial messages as the norm of the day. The scholar reported that the perception of the intellectuals relating to commercialization in the broadcasting news should be taken into account by the broadcasters to check certain imbalances and anomalies.

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

Middleton (2009:250) assessed the social responsibility in the contemporary media. The study revealed that code of ethics were little more than proclaims devoid of concrete effort in the age of globalization of media.

The scholar found that the implementation and effectiveness of ethics codes in practice primarily depended on the individuals' journalists and organizational commitment to social responsibility. The scholar emphasized that the main challenge for formal regulators of media ethics lies in the fact that defining the nature of social responsibility in the context of the media's role in society is an overly qualitative and normative task.

Chernov (2010:72) carried out an investigation on the commercialization of television news broadcasts in Canada. The study revealed that private television channels used more explicit and aggressive stealth advertising than public television channels. The scholar noted that news decision makers accepted the inclusion of commercially tinted news segments because of business consideration and the divide between editorial and commercial contents was eroded in the age of globalization of media. The scholar suggested that new techniques of corruption of news by surreptitious commercial content should be avoided in the interest of professional ethics and social responsibility.

Fiser (2010:118) conducted a study on the social responsibility and economic success of public service broadcasting in Slovenia. The study revealed that management of media organizations had become a complex process in the age of globalization due to different interests, technological changes, changes in regulation, and different societal trends. The scholar opined that the issue of confrontation between the public interest, and the economic success of television organization was not properly addressed by the broadcasting policy makers in modern times. The scholar explored the management approaches to fulfill the economic success, and social responsibility at the same time.

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

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

Myers (2013:261) evaluated the corporate social responsibility in the consumer electronics industry. The study revealed that corporate social responsibility had become a thrust area of management in media industry. The scholar found that non-corporate bodies such as governments, international institutions, and unions had not taken the lead in labor reforms and oversight. The scholar suggested that electronic media and electronics industry should take responsibility for the behavior of its partners overseas.

Lee et. al. (2014:202) investigated the corporate social responsibility of the media industry. The study revealed that media institutions had realized the importance of corporate social responsibility. The scholars opined that media institutions were converted into profit centered industry in the age of globalization. The scholars suggested that corporate social responsibility in the media consists of three major constructs, namely credibility, usefulness and fairness.

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

2.9. Summary

The past studies have identified the impact of globalization of media on culture, society, economy, politics, broadcasting management, corporate social responsibility, professional ethics and other aspects of human

life. There are a good number of studies which are conducted on the impact of globalization on media management in India and abroad. The review of literature clearly indicates that adequate studies are not conducted in India on the impact of globalization on electronic media in particular. Prominent studies concerning the present area of research include - Bonchek (1997:45), Ninan (1998:271), Gunasekera and Paul (1998:141), Pringle et.al. (1999:297), Thussu (1999:372), Price and Verhulst (2000:295), Hilliard and Keith (2001:163), Pavlik and McIntosh (2005:285), Wong (2006:403), Jakubowicz (2007:169), Chakravarthy (2009:63), Tassel and Howfield (2010:361), Ram (2011:303), Brevini (2013:49), Biltreyst and Irnersity (2014:42), Guru and Mariswamy (2014:146), Manjappa (2015:225), Bilalli (2016:41), Rutovic (2017:313) and Guru and Kumar (2017:147). The scholars have examined the impact of globalization on electronic media in India and abroad. The past studies revealed that globalization had brought about a new trend of commercialization of broadcasting. The scholars have also pointed out that professional ethics and corporate social responsibility were the biggest causalities in the age of globalization of economy and media. They have suggested certain preventive, protective and promotional measures for the reformation and development of electronic media in the new millennium. The broadcasting media researchers have also emphasized the need for reforming broadcasting management in a pluralistic society like India.

CHAPTER - III
RESEARCH METHODS

3.1. Introduction

India has switched over from a state controlled socialist and centrally planned economy to a state capitalist model for growth in the age of globalization. The broadcasting sector has been subjected to liberalization since transnational corporations were allowed to invest money on the broadcasting institutions in the name of foreign direct investment. The emergence of satellite and cable distribution of programming has dramatically increased the number of channels available in India. Throughout the world, commercialization of national television systems has become an integral part of globalization programs. In the age of economic liberalization, there was a definite policy shift in the management of electronic media in India. The politicians, bureaucrats and broadcasters began speaking in the language of profit according to empirical evidence. The present investigation was carried out in India to examine the impact of globalization on electronic media. The salient features of research methodology such as theoretical framework of the study, hypotheses of the study, variables of the study, research design, primary data collection, secondary data collection, statistical analysis and definitions of the terms are enumerated in this chapter.

3.2. Theoretical Framework of the Study

The present investigation explored the impact of globalization on electronic media management with special reference to India. The electronic media have grown as remarkable channels of mass communication in the world especially in the age of globalization. Scholars have examined the relationship between media and globalization during the last 25 years. Albarran (2016:07) examined the management of electronic and digital media in the new millennium. The scholar has provided the most accurate and current information on the management techniques and strategies used in the electronic and digital media industry. The work primarily deals with the contemporary approach to electronic media management in the age of globalization. The present study was carried out on the basis of theoretical framework offered by Albarran.

3.3. Hypotheses of the Study

H1. The process of globalization has not adversely affected the management of electronic media in India.

H2. The process of globalization has not adversely affected the accountability of electronic media in India.

H3. The process of globalization has not adversely affected the professional conduct of electronic media in India.

3.4. Variables of the Study

Keeping the above hypotheses in view, the following variables were selected for the present study on the basis of review of literature and discussion with subject experts.

3.4.1 Independent Variables

1. Gender
2. Age
3. Education
4. Professional Status
5. Income

3.4.2 Dependent Variables

- a. Attitude of the respondents about the impact of globalization on electronic media in India.
- b. Perception of the respondents about the impact of globalization on accountability of electronic media in India.
- c. Awareness of the respondents about the impact of globalization on professional conduct of electronic media in India.

3.5. Research Design

The major objective of the present study was to understand the impact of globalization on electronic media in India. The present study was planned and conducted in three stages. In the first stage, a pilot study was conducted in order to examine the feasibility and appropriateness of the tools and procedures of the study. In

the second stage, interview schedules were developed and perfected in order to collect authentic primary data from the stakeholders of electronic media in India. In the third stage, appropriate scientific statistical analysis procedures were followed to ensure systematic data analysis and interpretation. Overall, the present study approached the problem through a systematic survey method which fits into the context of the present investigation.

3.5.1 Method of Study

Primary data were collected through structured, organized and standardized interview schedules which were administered to the stakeholders of electronic media in India. About 163 respondents were approached for the purpose of primary data collection.

3.5.2 Pre-Test

Before administering the interview schedule to the final respondents of the study, a pre-test was conducted in Mysuru city, a non-sample area. The electronic media professionals and media scholars were invited for the purpose of conducting interview and filling the interview schedule. The contents of the interview schedule were subjected to suitable changes and modifications in order to avoid ambiguity and inconvenience in the light of pre-test.

3.6. Primary Data Collection

Table 3.6 Distribution of Sample

Name of the State	Name of the City	Number of Beneficiaries
Delhi	New Delhi	85
Telangana	Hyderabad	78
Total	02	163

n=163

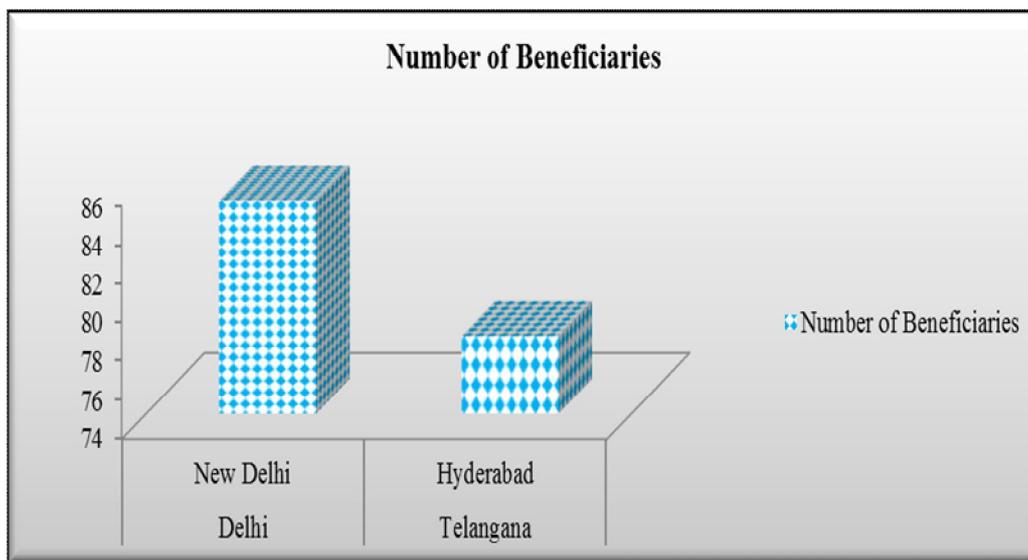


Figure 3.6: Distribution of Sample

In the present times, New Delhi has a good number of electronic media channels since it happens to be the national media capital of India. Hyderabad also has a good number of electronic media channels in South India since it is the capital of Telangana state. The researcher collected primary data from about 163 stakeholders of electronic media in India. It was not possible to approach all the policy makers, broadcasting officials, broadcasting professionals, media scholars and intellectuals of broadcasting services in these two states due to time and financial constraints. The researcher collected data from the direct associates of electronic media management and media scholars and intellectuals who were fully aware of the emerging issues and concerns. There was no need for the collection of primary data especially from the audience since the present investigation primarily dealt with the impact of globalization on electronic media management in India. The audiences were not considered since the investigation did not deal with the impact of globalization

and electronic media on Indian society. Incidental, purposive and stratified sampling techniques were followed in selecting the respondents. These methods of selection also give significantly correct results. Therefore, 163 stakeholders of broadcasting in India were approached for the purpose of primary data collection. The entire study was exploratory in nature.

3.7. Secondary Data Collection

The present study was also systematically carried out on the basis of relevant secondary data such as, annual reports of Ministry of Information and Broadcasting, Prasar Bharati Corporation, Press Council of India, articles of professional journals, proceedings of national and inter-national seminars and conferences, media reports and other publications related to the research topic.

3.8. Statistical Analysis

The study being descriptive in nature, no parametric statistical tests were involved to draw inferences based on the sample results. The interpretation of the chi-square and contingency table analysis justify the assumption of independence which was primarily carried out at the 0.05% level of significance. A brief description of the statistical tests applied given below

a. Frequencies and Percentages

The Frequencies procedure provides statistics which are useful for describing many types of variables. The primary data collected on the impact of globalization on electronic media in India were analyzed by the researcher. The researcher found that the application of the frequencies procedure is an appropriate statistical test.

b. P-value

In statistics, the p -value is a function of the observed sample results (a statistic) that is used for testing a statistical hypothesis. The p -test statistic typically follows a standard normal distribution when large sample sizes are used, and researchers use Z -tests to determine whether a hypothesis passes based on a specific significance level will be rejected. The larger the p -value in the p -test, the more likely the hypothesis is true. In statistics, the p -value is a function of the observed sample results (a statistic) that is used for *testing* a statistical hypothesis.

c. Contingency Table analysis

The Cross tabs procedure forms two-way and multi-way tables and provides a variety of tests and measures of association for two-way tables. The structure of the table and response categories is ordered to determine what test or measure to use. In the present study contingency table analysis was applied to find out the association between independent variables like–age, gender, educational qualification, professional status, income and so on with the responses obtained (5 point scale) under each statement. All the statistical calculations were done through SPSS for Windows software (Version 11.0).

d. Chi-square Test

The Chi-square test procedure tabulates a variable into categories and computes a chi-square statistics. This goodness-of-fit test compares the observed and expected frequencies in each category to test either that all categories contain the same proportion of values or that each category contains a user-specified proportion of values. In the present study chi-square test was applied to find out the significance of difference between frequencies of various responses under each statement.

3.9. Definitions of the Terms

3.9.1. Globalization

Globalization is a process of interaction and integration among the communities, organizations and governments across the globe through international trade and investment. The process of globalization has affected all walks of life in India and abroad. The application of new communication technologies has enhanced the status of modern institutional operations in the age of globalization.

3.9.2. Media

The media institutions are regarded as the fourth estate of democracy. They are also informal universities which feed, guide and lead the mankind from the state of ignorance to the state of development. The media institutions sensitize the stakeholders of environment and development in modern times. The media institutions have been affected by the process of globalization both positively and negatively.

3.9.3. Electronic Media

The electronic media basically include television, radio, Internet, fax and other modes which are dependent on electricity or digital encoding of information. The electronic media disseminate information, education, entertainment, advertisement and other services to the people through electronic devices. The electronic media have become profit oriented industry in the age of globalization.

3.9.4. Broadcasting Reform

Indian broadcasting is governed by certain principles and practices. The process of globalization has affected all walks of life including broadcasting in India. Broadcasting management has been subjected to certain reforms in India in the age of globalization. Several policy makers and media scholars have focused the attention of government on the need for broadcasting reforms in view of the increasing competition issues in television and broadcasting. The broadcasting environment needs to be reformed in India in order to ensure better programme standard and protection of public interest.

3.9.5. Electronic Media and Culture

Culture has been defined as the sum total of values, attitudes and behavioral patterns. The electronic landscapes have integrated the various cultures and groups across the globe under the banner of globalization. The modern electronic media are used as tools of promotion of cultural and corporate hegemony in modern times. The transnational television defined, created and maintained the identity which saw the downfall of the local culture and professional accountability of electronic media in modern times.

3.9.6. Electronic Media and Society

In the age of globalization, market forces set the agenda for social and political development. The market forces have prevailed upon the policy makers to displace the social development education agenda with the marketing messages. This tendency has led to social unrest and conflicts in modern society. The electronic media provide broadcast services which promote the business purpose rather than social purpose in the age of globalization.

3.9.7. Electronic Media and Economy

The process of globalization has brought about the integration of economic activities controlled by the market forces. The electronic media have become the most influential and profit-oriented media. These media are used by the owners and controllers as the medium of propaganda and advertising. The liberalization of economy is mainly responsible for the emergence of liberal attitude of the electronic media in the new era.

3.9.8. Electronic Media and Polity

The market forces have gained absolute control over political system in the age of globalization. The media play a substantive role in the formation of public opinion in modern society and in shaping public policy on major social, political and economic issues. The vital public issues such as mass hunger, deprivation and exploitative tendencies are not adequately covered by the electronic media in India. The market forces used the media to manufacture the consent of the people in favor of their ideologies, products and services.

3.9.9. Electronic Media and Corporate Social Responsibility

Corporate social responsibility is a corporation's initiatives to assess and take responsibility for the company's effects on environmental and social wellbeing. The electronic media have not achieved success in delivering services which benefit the mankind since they are controlled by market forces. The profit motives have gained an upper hand over the social responsibility.

3.9.10. Survey Research

Survey research method is very popular in the field of Social Science including corporate communication. It is very widely used research technique for the purpose of conducting an empirical study. It is nothing but surveying the minds of the stakeholders who are responsible for achieving community development, organizational development and national development in modern times. It is a systematic and scientific research method which facilitates generation of comprehensive authentic data on the role of media in weather communication. Primary data from about 163 stakeholders of electronic media in India was gathered on the basis of survey research methodology.

3.9.11. Primary Data

Primary data basically represent the first hand experience of people who are directly associated with the system, process and practice. The present investigation was carried out in Delhi and Telangana states to examine the impact of globalization on electronic media in India. Primary data was gathered from about 163 respondents in these two states.

3.9.12. Secondary Data

Secondary data basically represent the wisdom, experience and authority of the specialists in a particular field. Professional broadcasters, media scholars and social activists contribute their writings and speeches on vital issues and concerns in a democratic society. The impact of globalization on media in India has been examined by the intellectuals. The foundation chapters were drafted by the researcher on the basis of secondary data available in different forms.

3.9.13. Statistical Analysis

The primary data were analyzed on the basis of percentage analysis, graphical representation, chi-square and contingency table analysis. These statistical tests justify the assumption of independence which was primarily carried out at the 0.05% level of significance.

3.10. Summary

Adequate investigations are carried out across the globe on the impact of globalization on culture, society, politics, economy, education, media and other spheres of human life. The subject of globalization has gained an upper hand from research and development points of view. The impact of globalization on media has been focused by the scholars across the globe. Scholars have examined the impact of globalization on electronic media in other countries to a limited extent. Surprisingly, not even a single scientific investigation has been carried out on the impact of globalization on electronic media with special reference to India. The primary data were gathered from 163 respondents who represented the stakeholders of electronic media management in India. The respondents were selected on the basis of incidental, stratified and purposive sampling techniques. The present study approached the problem through a systematic survey method. Besides survey method, non-participant observation, informal discussion and secondary sources of information were also used as other methods to study the impact of globalization on electronic media in India.

CHAPTER - IV
ANALYSIS OF IMPACT OF GLOBALISATION
ON ELECTRONIC MEDIA IN INDIA

4.1. Introduction

India had switched over from a state controlled socialist and centrally planned economy to a state capitalist model for growth in the age of economic liberalization. The broadcasting media were also subjected to the ownership of transnational corporations consequent on globalization of media. Several remarkable changes and conflicting priorities have shaped the electronic media in India. All India Radio and Doordarshan were brought under the Prasar Bharathi Corporation in 1997. Several committees examined the question of autonomy to electronic media in India. The emergence of satellite and cable distribution of programming has dramatically increased the number of channels available in India. India has experienced the bright side and dark sides of globalization from economic development and media management points of view. The present investigation was carried out in India to evaluate the impact of globalization on electronic media. The demographic features of the respondents, impact of globalization on electronic media, impact of globalization on accountability of electronic media and impact of globalization on professional conduct of broadcasting media are analyzed in this chapter.

4.2. Profile of the Respondents

Table No.4.2.1 Demographic Features of the Respondents

PART-1

Personal Information

Independent Variable			Total
Gender	Male	F	99
		%	60.74
	Female	F	64
		%	39.26
Education	Diploma	F	18
		%	11.04
	Graduates	F	56
		%	34.36
	Post-Graduates	F	89
		%	54.60
Professional Status	Media Professionals	F	62
		%	38.04
	Media Owners	F	30
		%	18.40
	Media Scholars	F	28
		%	17.18
	Intellectuals	F	43
		%	26.38
Duration of Service	1-10years	F	36
		%	22.09
	11-20 years	F	56
		%	34.36
	21-30 years	F	47
		%	28.83
	31 and above	F	24
		%	14.72
Income	High Income Group	F	49
		%	30.06
	Middle Income Group	F	83
		%	50.92
	Low Income Group	F	31

		%	19.02
Total		F	163
		%	100

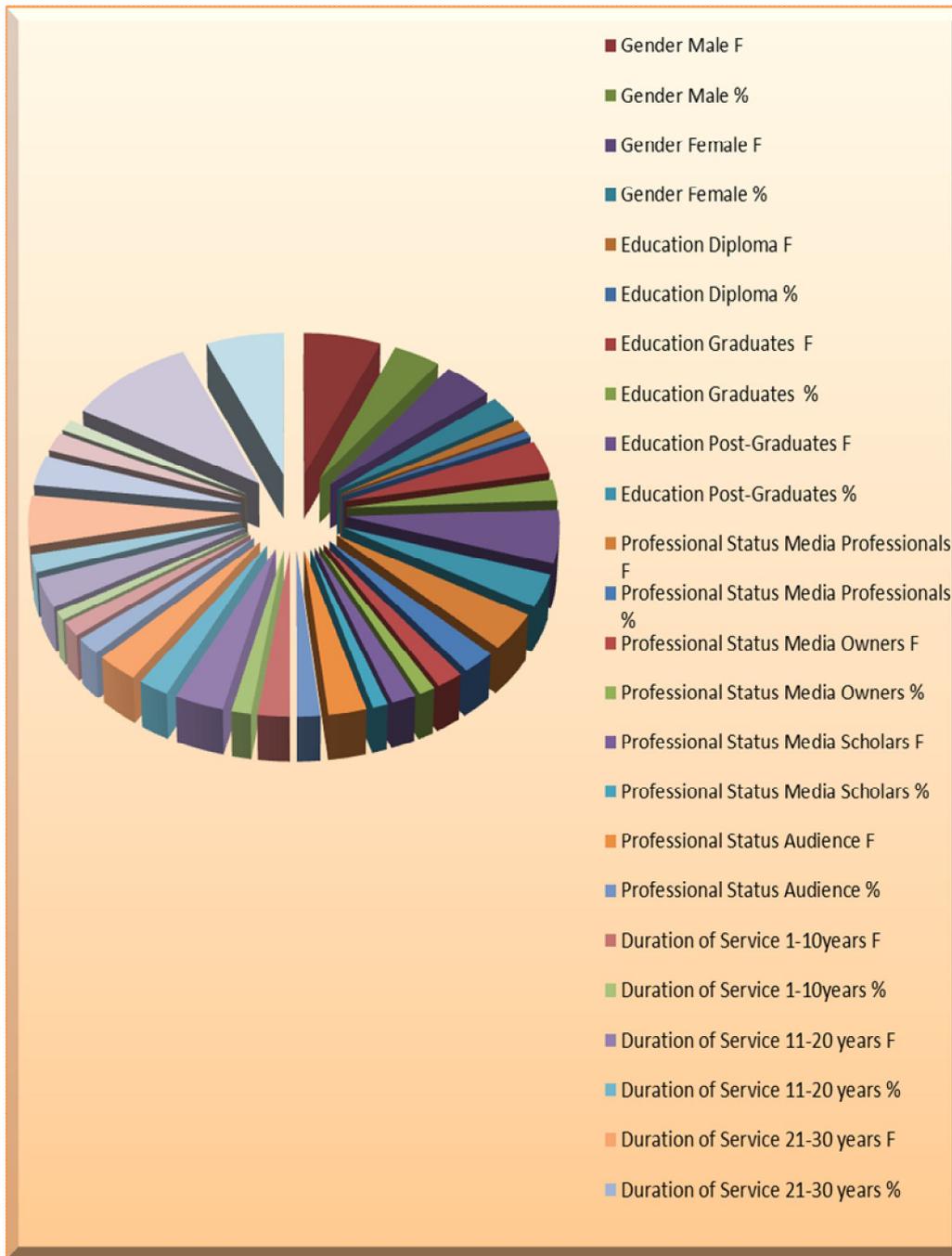


Figure 4.2.1: Demographic Features of the Respondents

Table No.4.2.1 presents the data about the demographic features of the respondents. The data reveal that there are a majority of male respondents (60.74%) and a minority of female respondents (39.26%) among the study sample. A majority of the study sample are male respondents (60.74%) in the study sample.

About 54.60% of the respondents belong to the post-graduates' educational group, 34.36% of the respondents belong to the graduates' educational group and 11.04% of the respondents belong to the diploma holders group respectively among the study sample. A majority of the respondents (54.60%) belong to the post-graduates educational group in the study sample.

About 38.04% of the respondents belong to the media professionals’ group, 26.38% of the respondents belong to the intellectuals group, 18.40% of the respondents belong to the media owners’ group and 17.18% of the respondents belong to the media scholars group respectively in the study sample. A majority of the respondents (64.42%) belong to the media professionals and intellectuals group in the study sample.

About 34.36% of the respondents belong to the 11-20 years service category, 28.83% of the respondents belong to the 21-30 years service category, 22.09% of the respondents belong to the 1-10 years service category and 14.72% of the respondents belong to the 30 and above years service category respectively in the study sample. A majority of the respondents (63.19%) belong to the service category of 11-30 years in the study sample.

About 50.92% of the respondents belong to the middle income group, 30.06% of the respondents belong to the high income group and 19.02% of the respondents belong to the low income group respectively in the study sample. A majority of the respondents (80.98%) belong to the middle and high income groups in the study sample.

A majority of the study sample represent male respondents (60.74%), post-graduates’ educational group (54.60%), media professionals and intellectuals group (64.72%), 11-30 years service category (63.19%) and middle and high income groups (80.98%) respectively in the study sample.

4.3. Impact of Globalization on Electronic Media

Table No.4.3.1: ‘The process of globalization has prompted the electronic media to protect large commercial interests in India’.

Independent Variable		Response		Total	Statistical Test	
		Agree	Disagree			
Gender	Male	F	76	23	99	CC=.229; P=.001
		%	76.77	23.23	100	
	female	F	51	13	64	
		%	79.69	20.31	100	
Professional Status	Media Policy Makers	F	23	07	30	CC=.018; P=.741
		%	76.67	23.33	100	
	Media Professionals	F	50	12	62	
		%	80.65	19.35	100	
	Media Scholars	F	19	09	28	
		%	67.86	32.14	100	
	Intellectuals	F	35	08	43	
		%	81.40	18.60	100	
Total		F	127	36	163	$\chi^2=0.715$; P=.398
		%	77.91	22.09	100	

CC= Contingency co-efficient and χ^2 =Pearson’s Chi Square co-efficient.

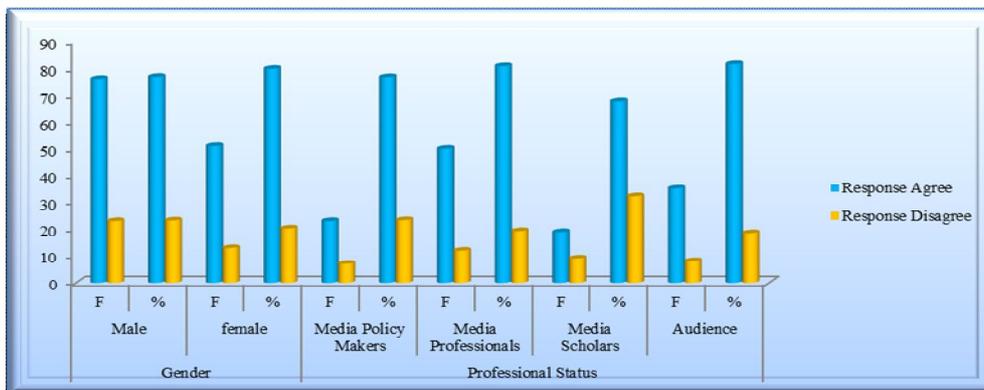


Figure 4.3.1: ‘The process of globalization has prompted the electronic media to protect large commercial interests in India’.

Table No. 4.3.1 provides the opinion of the respondents about the statement –‘The process of globalization has prompted the electronic media to protect large commercial interests in India’. A majority of the respondents representing male category (76.77%) and female category (79.69%) have stated that the process of globalization had prompted the electronic media to protect large commercial interests.

There is significant association (CC=.229; P=.001) between the gender of the respondents and protection of commercial interest by electronic media. A majority of the media policy makers (76.67%), media professionals (80.65%), media scholars (67.86%) and intellectuals (81.40%) have stated that the process of globalization had prompted the electronic media to protect large commercial interests. There is non-significant association (CC=018; P=.741) between the professional status of the respondents and protection of commercial interest by electronic media. A majority of the respondents (77.91%) regardless of gender and professional status have stated that the process of globalization had prompted the electronic media to protect large commercial interests. There is non-significant association ($\chi^2=0.715$; P=.398) between the demographic features of the respondents and impact of globalization on electronic media in India.

Table No.4.3.2: ‘The process of globalization has prompted the electronic media in India to develop a power-driven notion of international relations’.

Independent Variable			Response		Total	Statistical Test
			Agree	Disagree		
Gender	Male	F	75	24	99	CC=.168; P=.044
		%	75.76	24.24	100	
	female	F	49	15	64	
		%	76.56	23.44	100	
Professional Status	Media Policy Makers	F	22	08	30	CC=.264; P=.000
		%	73.33	26.67	100	
	Media Professionals	F	49	13	62	
		%	79.03	20.97	100	
	Media Scholars	F	18	10	28	
		%	64.29	35.71	100	
	Intellectuals	F	34	09	43	
		%	79.07	20.93	100	
Total		F	123	40	163	$\chi^2=0.519$; P=.471
		%	75.46	24.54	100	

CC= Contingency co-efficient and χ^2 =Pearson’s Chi Square co-efficient.

Table No. 4.3.2 provides the opinion of the respondents about the statement –‘The process of globalization has prompted the electronic media in India to develop a power-driven notion of international relations’. A majority of the respondents representing male category (75.76%) and female category (76.56%) have stated that the process of globalization had prompted the electronic media in India to develop a power-driven notion of international relations. There is significant association (CC=.168; P=.044) between the gender of the respondents and development of power-driven notion of international relations. A majority of the media policy makers (73.33%), media professionals (79.03%), media scholars (64.29%) and intellectuals (79.07%) have stated that the process of globalization had prompted the electronic media to in India to develop a power-driven notion of international relations. There is significant association (CC=.264; P=.000) between the professional status of the respondents and development of power-driven notion of international relations. A majority of the respondents (75.46%) regardless of gender and professional status have stated that the process of globalization had prompted the electronic media in India to develop a power-driven notion of international relations. There is non-significant association ($\chi^2=0.519$; P=.471) between the demographic features of the respondents and impact of globalization on electronic media in India.

Table No.4.3.3: ‘The process of globalization has enabled the transnational media corporations to exploit demand for their products in India’.

Independent Variable			Response		Total	Statistical Test
			Agree	Disagree		
Gender	Male	F	78	21	99	CC=.153; P=.017
		%	78.79	21.21	100	
	female	F	51	13	64	
		%	79.69	20.31	100	
Professional Status	Media Policy Makers	F	23	07	30	CC=.348; P=.000
		%	76.67	23.33	100	
	Media Professionals	F	52	10	62	
		%	83.87	16.13	100	
	Media Scholars	F	19	09	28	
		%	67.86	32.14	100	
	Intellectuals	F	35	08	43	
		%	81.40	18.60	100	
Total		F	129	34	163	$\chi^2=0.047$; P=.828
		%	79.14	20.86	100	

CC= Contingency co-efficient and χ^2 =Pearson’s Chi Square co-efficient.

Table No. 4.3.3 provides the opinion of the respondents about the statement –‘The process of globalization has enabled the transnational media corporations to exploit demand for their products in India’. A majority of the respondents representing male category (78.79%) and female category (79.69%) have stated that the process of globalization has enabled the transnational media corporations to exploit demand for their products in India. There is significant association (CC=.153; P=.017) between the gender of the respondents and exploitation of demand for the products of international corporations. A majority of the media policy makers (76.67%), media professionals (83.87%), media scholars (67.86%) and intellectuals (81.40%) have stated that the process of globalization has enabled the transnational media corporations to exploit demand for their products in India. There is significant association (CC=.348; P=.000) between the professional status of the respondents and exploitation of demand for the products of international corporations. A majority of the respondents (79.14%) regardless of gender and professional status have stated that the process of globalization has enabled the transnational media corporations to exploit demand for their products in India. There is non-significant association ($\chi^2=0.047$; P=.828) between the demographic features of the respondents and impact of globalization on electronic media in India.

Table No.4.3.4: ‘The process of globalization has prompted the electronic media in India to promote global capitalism’.

Independent Variable			Response		Total	Statistical Test
			Agree	Disagree		
Gender	Male	F	77	22	99	CC=.095; P=.688
		%	77.78	22.22	100	
	female	F	49	15	64	
		%	76.56	23.44	100	
Professional Status	Media Policy Makers	F	22	08	30	CC=.125; P=.254
		%	73.33	26.67	100	
	Media Professionals	F	49	13	62	
		%	79.03	20.97	100	
	Media Scholars	F	20	08	28	
		%	71.43	28.57	100	

	Intellectuals	F	34	09	43	
		%	79.07	20.93	100	
Total		F	125	38	163	$\chi^2=0.347$; P=.556
		%	76.69	23.31	100	

CC= Contingency co-efficient and χ^2 =Pearson's Chi Square co-efficient.

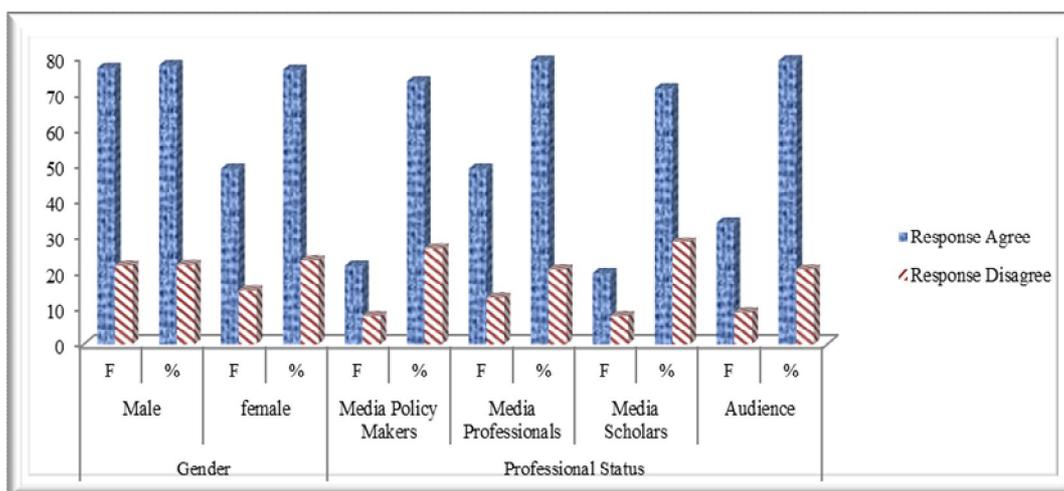


Figure 4.3.4: ‘The process of globalization has prompted the electronic media in India to promote global capitalism’.

Table No. 4.3.4 provides the opinion of the respondents about the statement – ‘The process of globalization has prompted the electronic media in India to promote global capitalism’. A majority of the respondents representing male category (77.78%) and female category (76.56%) have stated that the process of globalization had prompted the electronic media in India to promote global capitalism. There is non-significant association (CC=.095; P=.688) between the gender of the respondents and promotion of global capitalism by electronic media. A majority of the media policy makers (73.33%), media professionals (79.03%), media scholars (71.43%) and intellectuals (79.07%) have stated that the process of globalization had prompted the electronic media in India to promote global capitalism. There is non-significant association (CC=125; P=254) between the professional status of the respondents and promotion of global capitalism by electronic media. A majority of the respondents (76.69%) regardless of gender and professional status have stated that the process of globalization had prompted the electronic media in India to promote global capitalism. There is non-significant association ($\chi^2=0.347$; P=.556) between the demographic features of the respondents and impact of globalization on electronic media in India.

Table No.4.3.5: ‘The process of globalization has facilitated the broadcasting network’s expansion in India through privatization of airways’.

Independent Variable		Response		Total	Statistical Test
		Agree	Disagree		
Gender	Male	F	82	17	CC=.006; P=.911
		%	82.83	17.17	
	female	F	52	12	
		%	81.25	18.75	
Professional Status	Media Policy Makers	F	24	06	CC=.132; P=.198
		%	80.0	20.0	
	Media Professionals	F	54	08	
		%	87.09	12.90	
	Media Scholars	F	20	08	
		%	71.43	28.57	
	Intellectuals	F	36	07	

		%	83.72	16.28	100	
Total	F		134	29	163	$\chi^2=0.566;$ P=.452
	%		82.21	17.79	100	

CC= Contingency co-efficient and χ^2 =Pearson's Chi Square co-efficient.

Table No. 4.3.5 provides the opinion of the respondents about the statement –‘The process of globalization has facilitated the broadcasting network’s expansion in India through privatization of airways’. A majority of the respondents representing male category (82.83%) and female category (81.25%) have stated that the process of globalization has facilitated the broadcasting network’s expansion in India through privatization of airways. There is non-significant association (CC=.006; P=.911) between the gender of the respondents and expansion of broadcasting through privatization of airways. A majority of the media policy makers (80.0%), media professionals (87.09%), media scholars (71.43%) and intellectuals (83.72%) have stated that the process of globalization has facilitated the broadcasting network’s expansion in India through privatization of airways. There is non-significant association (CC=.132; P=.198) between the professional status of the respondents and expansion of broadcasting through privatization of airways. A majority of the respondents (82.21%) regardless of gender and professional status have stated that the process of globalization has facilitated the broadcasting network’s expansion in India through privatization of airways. There is non-significant association ($\chi^2=0.566$; P=.452) between the demographic features of the respondents and impact of globalization on electronic media in India.

Table No.4.3.6: ‘The process of globalization has resulted in the growing commodification of electronic media services in India’.

Independent Variable			Response		Total	Statistical Test	
			Agree	Disagree			
Gender	Male	F	74	25	99	CC=.420 P=.044	
		%	74.75	25.25	100		
	female	F	48	16	64		
		%	75.0	25.0	100		
Professional Status	Media Policy Makers	F	22	08	30	CC=.135; P=.012	
		%	73.33	26.67	100		
	Media Professionals	F	45	17	62		
		%	72.58	27.42	100		
	Media Scholars	F	20	08	28		
		%	71.43	28.57	100		
	Intellectuals	F	34	09	43		
		%	79.07	20.93	100		
Total			F	121	42	163	$\chi^2=0.002;$ P=.964
			%	74.23	25.77	100	

CC= Contingency co-efficient and χ^2 =Pearson's Chi Square co-efficient.

Table No. 4.3.6 provides the opinion of the respondents about the statement –‘The process of globalization has resulted in the growing commodification of electronic media services in India’. A majority of the respondents representing male category (74.75%) and female category (75.0%) have stated that the process of globalization had resulted in the growing commodification of electronic media services in India. There is significant association (CC=.420; P=.044) between the gender of the respondents and growth of commodification of electronic media services. A majority of the media policy makers (73.33%), media professionals (72.58%), media scholars (71.43%) and intellectuals (79.07%) have stated that the process of globalization had resulted in the growing commodification of electronic media services in India. There is significant association (CC=.135; P=.012) between the professional status of the respondents and growth of commodification of electronic media services. A majority of the respondents (74.23%) regardless of gender and professional status have stated that the process of globalization had resulted in the growing commodification of electronic media services in India. There is non-significant association ($\chi^2=0.002$; P=.964) between the demographic features of the respondents and impact of globalization on electronic media in India.

Table No.4.3.7: ‘The process of globalization has prompted the electronic media to become main carrier of consumer capitalism in India’.

Independent Variable		Response		Total	Statistical Test	
		Agree	Disagree			
Gender	Male	F	84	15	99	CC=.238 p=.000
		%	84.85	15.15	100	
	female	F	54	10	64	
		%	84.38	15.62	100	
Professional Status	Media Policy Makers	F	25	05	30	CC=.551; p=.000
		%	83.33	16.67	100	
	Media Professionals	F	55	07	62	
		%	88.71	11.29	100	
	Media Scholars	F	21	07	28	
		%	75.0	25.0	100	
	Intellectuals	F	37	06	43	
		%	86.05	13.95	100	
Total		F	138	25	163	$\chi^2=1.002$; P=.317
		%	84.66	15.34	100	

CC= Contingency co-efficient and χ^2 =Pearson’s Chi Square co-efficient.

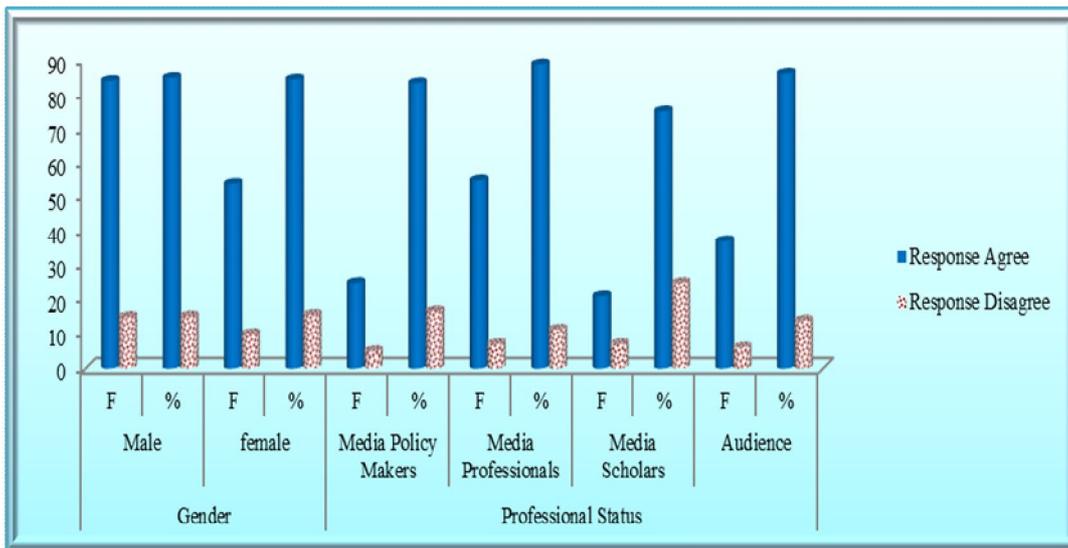


Figure 4.3.7: ‘The process of globalization has prompted the electronic media to become main carrier of consumer capitalism in India’.

Table No. 4.3.7 provides the opinion of the respondents about the statement –‘The process of globalization has made the broadcasting media as the main carrier of consumer capitalism in India’. A majority of the respondents representing male category (84.85%) and female category (84.38%) have stated that the process of globalization has made the broadcasting media as the main carrier of consumer capitalism in India. There is significant association (CC=.238; P=.000) between the gender of the respondents and promotion of consumer capitalism by electronic media. A majority of the media policy makers (83.33%), media professionals (88.71%), media scholars (75.0%) and intellectuals (86.05%) have stated that the process of globalization has made the broadcasting media as the main carrier of consumer capitalism in India. There is significant association (CC=.551; P=000) between the professional status of the respondents and promotion of consumer capitalism by electronic media. A majority of the respondents (84.66%) regardless of gender and professional status have stated that the process of globalization has made the broadcasting media as the main carrier of consumer capitalism in India. There is non-significant association ($\chi^2=1.002$; P=.317) between the demographic features of the respondents and impact of globalization on electronic media in India.

Table No.4.3.8: ‘The process of globalization has resulted in the increasing marketization of television services in India’.

Independent Variable			Response		Total	Statistical Test
			Agree	Disagree		
Gender	Male	F	72	27	99	CC=.416; p=.000
		%	72.73	27.27	100	
	female	F	46	18	64	
		%	71.88	28.12	100	
Professional Status	Media Policy Makers	F	22	08	30	CC=.239; p=.000
		%	73.33	26.67	100	
	Media Professionals	F	41	21	62	
		%	66.13	33.87	100	
	Media Scholars	F	20	08	28	
		%	71.43	28.57	100	
	Intellectuals	F	34	09	43	
		%	79.07	20.93	100	
Total		F	117	46	163	$\chi^2=0.035$; P=.851
		%	71.78	28.22	100	

CC= Contingency co-efficient and χ^2 =Pearson’s Chi Square co-efficient.

Table No. 4.3.8 provides the opinion of the respondents about the statement –‘The process of globalization has resulted in the increasing marketization of television services in India’. A majority of the respondents representing male category (72.73%) and female category (71.88%) have stated that the process of globalization has resulted in the increasing marketization of television services in India. There is significant association (CC=.416; P=.000) between the gender of the respondents and increasing marketization of television services. A majority of the media policy makers (73.33%), media professionals (66.13%), media scholars (71.43%) and intellectuals (79.07%) have stated that the process of globalization has resulted in the increasing marketization of television services in India. There is significant association (CC=.239; P=.000) between the professional status of the respondents and increasing marketization of television services. A majority of the respondents (71.78%) regardless of gender and professional status have stated that the process of globalization has resulted in the increasing marketization of television services in India. There is non-significant association ($\chi^2=0.035$; P=.851) between the demographic features of the respondents and impact of globalization on electronic media in India.

Table No.4.3.9: ‘The process of globalization has resulted in the definite policy shift in electronic media management in India’.

Independent Variable			Response		Total	Statistical Test
			Agree	Disagree		
Gender	Male	F	82	17	99	CC=.372; p=.000
		%	82.83	17.17	100	
	female	F	54	10	64	
		%	84.38	15.62	100	
Professional Status	Media Policy Makers	F	25	05	30	CC=.532; p=.000
		%	83.33	16.67	100	
	Media Professionals	F	53	09	62	
		%	85.48	14.52	100	
	Media Scholars	F	21	07	28	
		%	75.0	25.0	100	
	Intellectuals	F	37	06	43	
		%	86.05	13.95	100	
Total		F	136	27	163	$\chi^2=0.389$; P=.093
		%	83.44	16.56	100	

CC= Contingency co-efficient and χ^2 =Pearson’s Chi Square co-efficient.

Table No. 4.3.9 provides the opinion of the respondents about the statement –‘The process of globalization has resulted in the definite policy shift in electronic media management in India’. A majority of the respondents representing male category (82.83%) and female category (84.38%) have stated that the process of globalization has resulted in the definite policy shift in electronic media management in India. There is significant association (CC=.372; P=.000) between the gender of the respondents and policy shift in electronic media management. A majority of the media policy makers (83.33%), media professionals (85.48%), media scholars (75.0%) and intellectuals (86.05%) have stated that the process of globalization has resulted in the definite policy shift in electronic media management in India. There is significant association (CC=.532; P=.000) between the professional status of the respondents and policy shift in electronic media management. A majority of the respondents (83.44%) regardless of gender and professional status have stated that the process of globalization has resulted in the definite policy shift in electronic media management in India. There is non-significant association ($\chi^2=0.389$; P=.093) between the demographic features of the respondents and impact of globalization on electronic media in India.

Table No.4.3.10: ‘The process of globalization has benefitted the global media conglomerates through expansion of regional television channels in India’.

Independent Variable			Response		Total	Statistical Test
			Agree	Disagree		
Gender	Male	F	75	24	99	CC=.562; p=.000
		%	75.76	24.24	100	
	female	F	48	16	64	
		%	75.0	25.0	100	
Professional Status	Media Policy Makers	F	22	08	30	CC=.147; p=.000
		%	73.33	26.67	100	
	Media Professionals	F	46	16	62	
		%	74.19	25.81	100	
	Media Scholars	F	20	08	28	
		%	71.43	28.57	100	
	Intellectuals	F	34	09	43	
		%	79.07	20.93	100	
Total		F	122	41	163	$\chi^2=0.566$; P=.452
		%	74.85	25.15	100	

CC= Contingency co-efficient and χ^2 =Pearson’s Chi Square co-efficient.

Table No. 4.3.10 provides the opinion of the respondents about the statement –‘The process of globalization has benefitted the global media conglomerates through expansion of regional television channels in India’. A majority of the respondents representing male category (75.76%) and female category (75.0%) have stated that the process of globalization has benefitted the global media conglomerates through expansion of regional television channels in India. There is significant association (CC=.562; P=.000) between the gender of the respondents and emergence of media conglomerates and regional television channels. A majority of the media policy makers (73.33%), media professionals (74.19%), media scholars (71.43%) and intellectuals (79.07%) have stated that the process of globalization has benefitted the global media conglomerates through expansion of regional television channels in India. There is significant association (CC=.147; P=.000) between the professional status of the respondents and emergence of media conglomerates and regional television channels. A majority of the respondents (74.85%) regardless of gender and professional status have stated that the process of globalization has benefitted the global media conglomerates through expansion of regional television channels in India. There is non-significant association ($\chi^2=0.566$; P=.452) between the demographic features of the respondents and impact of globalization on electronic media in India.

Table No.4.3.11: ‘The process of globalization has facilitated the international co-production of innovative broadcasting programmes’.

Independent Variable			Response		Total	Statistical Test	
			Agree	Disagree			
Gender	Male	F	77	22	99	CC.086 p=.581	
		%	77.78	22.22	100		
	female	F	51	13	64		
		%	79.69	20.31	100		
Professional Status	Media Policy Makers	F	23	07	30	CC.331 p=.000	
		%	76.67	23.33	100		
	Media Professionals	F	49	13	62		
		%	79.03	20.97	100		
	Media Scholars	F	21	07	28		
		%	75.0	25.0	100		
	Intellectuals	F	35	08	43		
		%	81.40	18.60	100		
Total			F	128	35	163	$\chi^2=0.825$; P=.093
			%	78.53	21.47	100	

CC= Contingency co-efficient and χ^2 =Pearson’s Chi Square co-efficient.

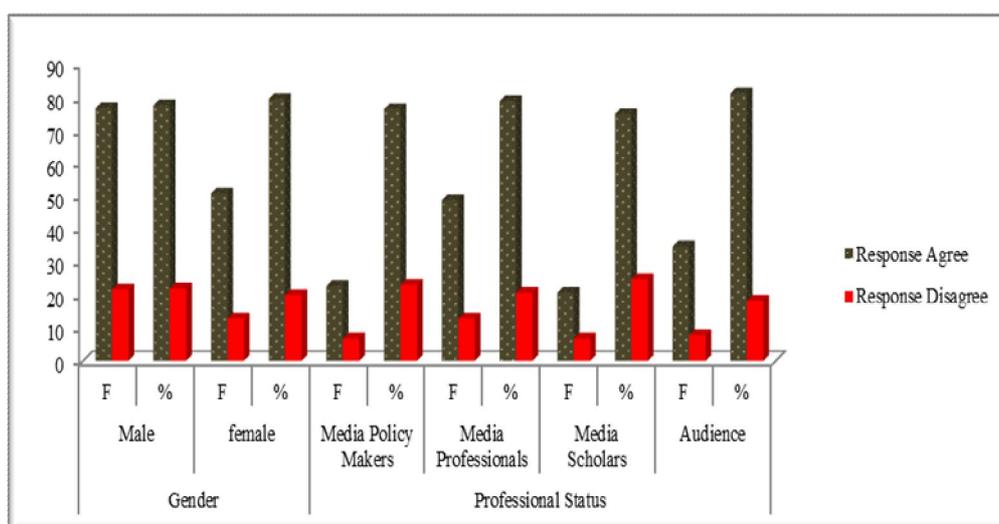


Figure 4.3.11: ‘The process of globalization has facilitated the international co-production of innovative broadcasting programmes’.

Table No. 4.3.11 provides the opinion of the respondents about the statement – ‘The process of globalization has facilitated the international co-production of innovative broadcasting programmes’. A majority of the respondents representing male category (77.78%) and female category (79.69%) have stated that the process of globalization has facilitated the international co-production of innovative broadcasting programmes. There is non-significant association (CC=.086; P=.581) between the gender of the respondents and international co-production of innovative broadcasting programmes. A majority of the media policy makers (76.67%), media professionals (79.03%), media scholars (75.0%) and intellectuals (81.40%) have stated that the process of globalization has facilitated the international co-production of innovative broadcasting programmes. There is significant association (CC=331; P=000) between the professional status of the respondents and international co-production of innovative broadcasting programmes. A majority of the respondents (78.53%) regardless of gender and professional status have stated that the process of globalization has facilitated the international co-production of innovative broadcasting programmes. There is non-significant association ($\chi^2=0.825$; P=.093) between the demographic features of the respondents and impact of globalization on electronic media in India.

Table No.4.3.12: ‘The process of globalization has increased the satellite and cable distribution of programming’.

Independent Variable			Response		Total	Statistical Test
			Agree	Disagree		
Gender	Male	F	79	20	99	CC.397 p=.000
		%	79.80	20.20	100	
	female	F	48	16	64	
		%	75.0	25.0	100	
Professional Status	Media Policy Makers	F	22	08	30	CC.217 p=.005
		%	73.33	26.67	100	
	Media Professionals	F	50	12	62	
		%	80.65	19.35	100	
	Media Scholars	F	20	08	28	
		%	71.43	28.57	100	
	Intellectuals	F	34	09	43	
		%	79.07	20.93	100	
Total		F	126	37	163	$\chi^2=0.389$; P=.533
		%	77.30	22.70	100	

CC= Contingency co-efficient and χ^2 =Pearson’s Chi Square co-efficient.

Table No. 4.3.12 provides the opinion of the respondents about the statement – ‘The process of globalization has increased the satellite and cable distribution of programming’. A majority of the respondents representing male category (79.80%) and female category (75.0%) have stated that the process of globalization has increased the satellite and cable distribution of programming. There is significant association (CC=.397; P=.000) between the gender of the respondents and increase of satellite and cable distribution of programming. A majority of the media policy makers (73.33%), media professionals (80.65%), media scholars (71.43%) and intellectuals (79.07%) have stated that the process of globalization has increased the satellite and cable distribution of programming. There is significant association (CC=217; P=005) between the professional status of the respondents and increase of satellite and cable distribution of programming. A majority of the respondents (77.30%) regardless of gender and professional status have stated that the process of globalization has increased the satellite and cable distribution of programming. There is non-significant association ($\chi^2=0.389$; P=.533) between the demographic features of the respondents and impact of globalization on electronic media in India.

Table No.4.3.13: ‘The process of globalization has prompted Indian broadcasting to promote consumerism’.

Independent Variable			Response		Total	Statistical Test
			Agree	Disagree		
Gender	Male	F	79	20	99	CC=.192; p=.018
		%	79.80	20.20	100	
	female	F	53	11	64	
		%	82.81	17.19	100	
Professional Status	Media Policy Makers	F	24	06	30	CC=.532; p=.000
		%	80.0	20.0	100	
	Media Professionals	F	50	12	62	
		%	80.65	19.35	100	
	Media Scholars	F	22	06	28	
		%	78.52	21.43	100	
	Intellectuals	F	36	07	43	
		%	83.72	16.28	100	
Total		F	132	31	163	$\chi^2=0.084$; P=.772
		%	80.98	19.02	100	

CC= Contingency co-efficient and χ^2 =Pearson’s Chi Square co-efficient.

Table No. 4.3.13 provides the opinion of the respondents about the statement –‘The process of globalization has prompted Indian broadcasting to promote consumerism’. A majority of the respondents representing male category (79.80%) and female category (82.81%) have stated that the process of globalization has prompted Indian broadcasting to promote consumerism. There is significant association (CC=.192; P=.018) between the gender of the respondents and promotion of consumerism by electronic media. A majority of the media policy makers (80.0%), media professionals (80.65%), media scholars (78.52%) and intellectuals (83.72%) have stated that the process of globalization has prompted Indian broadcasting to promote consumerism. There is significant association (CC=.532; P=.000) between the professional status of the respondents and promotion of consumerism by electronic media. A majority of the respondents (80.98%) regardless of gender and professional status have stated that the process of globalization has prompted Indian broadcasting to promote consumerism. There is non-significant association ($\chi^2=0.084$; P=.772) between the demographic features of the respondents and impact of globalization on electronic media in India.

Table No.4.3.14: ‘The process of globalization has benefited the service providers in India through liberalization of broadcasting’.

Independent Variable			Response		Total	Statistical Test
			Agree	Disagree		
Gender	Male	F	79	20	99	CC=.633; p=.000
		%	79.80	20.20	100	
	female	F	52	12	64	
		%	81.25	18.75	100	
Professional Status	Media Policy Makers	F	22	08	30	CC=.646; p=.000
		%	73.33	26.67	100	
	Media Professionals	F	50	12	62	
		%	80.65	19.35	100	
	Media Scholars	F	24	04	28	
		%	85.71	14.29	100	
	Intellectuals	F	34	09	43	
		%	79.07	20.93	100	
Total		F	130	33	163	$\chi^2=.920$; P=.166
		%	79.75	20.25	100	

CC= Contingency co-efficient and χ^2 =Pearson’s Chi Square co-efficient.

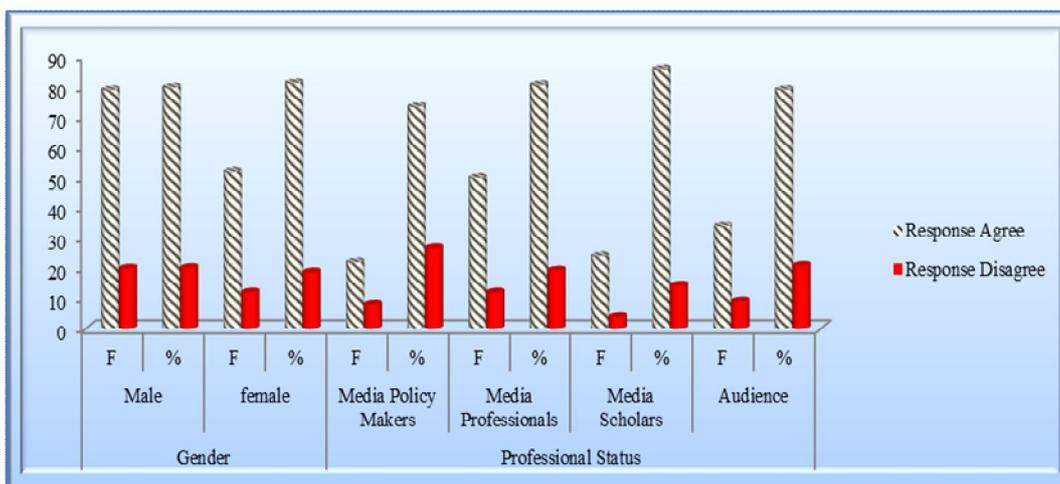


Figure 4.3.14: ‘The process of globalization has benefited the service providers in India through liberalization of broadcasting’.

Table No. 4.3.14 provides the opinion of the respondents about the statement –‘The process of globalization has benefited the service providers in India through liberalization of broadcasting’. A majority of the respondents representing male category (79.80%) and female category (81.25%) have stated that the process

of globalization has benefited the service providers in India through liberalization of broadcasting. There is significant association (CC=.633; P=.000) between the gender of the respondents and liberalization of broadcasting for the benefit of service providers. A majority of the media policy makers (73.33%), media professionals (80.65%), media scholars (85.71%) and intellectuals (79.07%) have stated that the process of globalization has benefited the service providers in India through liberalization of broadcasting. There is significant association (CC=.646; P=000) between the professional status of the respondents and liberalization of broadcasting for the benefit of service providers. A majority of the respondents (79.75%) regardless of gender and professional status have stated that the process of globalization has benefited the service providers in India through liberalization of broadcasting. There is non-significant association ($\chi^2=.920$; P=.166) between the demographic features of the respondents and impact of globalization on electronic media in India.

Table No.4.3.15: ‘The process of globalization has facilitated the extension of up linking facilities to domestic and foreign satellite channels in India’.

Independent Variable			Response		Total	Statistical Test
			Agree	Disagree		
Gender	Male	F	84	15	99	CC=.553; p=.000
		%	84.85	15.15	100	
	female	F	56	08	64	
		%	87.50	12.50	100	
Professional Status	Media Policy Makers	F	26	04	30	CC=.505; p=.000
		%	86.67	13.33	100	
	Media Professionals	F	52	10	62	
		%	83.87	16.13	100	
	Media Scholars	F	24	04	28	
		%	85.71	14.29	100	
	Intellectuals	F	38	05	43	
		%	88.37	11.63	100	
Total		F	140	23	163	$\chi^2=0.1.737$; P=.188
		%	85.89	14.11	100	

CC= Contingency co-efficient and χ^2 =Pearson’s Chi Square co-efficient.

Table No. 4.3.15 provides the opinion of the respondents about the statement – ‘The process of globalization has facilitated the extension of up linking facilities to domestic and foreign satellite channels in India’. A majority of the respondents representing male category (84.85%) and female category (87.50%) have stated that the process of globalization has facilitated the extension of up linking facilities to domestic and foreign satellite channels in India. There is significant association (CC=.553; P=.000) between the gender of the respondents and extension of up linking facilities to domestic and foreign satellite channels. A majority of the media policy makers (86.67%), media professionals (83.87%), media scholars (85.71%) and intellectuals (88.37%) have stated that the process of globalization has facilitated the extension of up linking facilities to domestic and foreign satellite channels in India. There is significant association (CC=.505; P=.000) between the professional status of the respondents and extension of up linking facilities to domestic and foreign satellite channels. A majority of the respondents (85.89%) regardless of gender and professional status have stated that the process of globalization has facilitated the extension of up linking facilities to domestic and foreign satellite channels in India. There is non-significant association ($\chi^2=1.737$; P=.188) between the demographic features of the respondents and impact of globalization on electronic media in India.

Table No.4.3.16: ‘The process of globalization has resulted in the invasion of sky by the satellite television’.

Independent Variable			Response		Total	Statistical Test
			Agree	Disagree		
Gender	Male	F	73	26	99	CC=.255 p=.005
		%	73.74	26.26	100	
	female	F	46	18	64	
		%	71.88	28.12	100	
Professional Status	Media Policy Makers	F	22	08	30	CC=.323 p=.005
		%	73.33	26.67	100	
	Media Professionals	F	42	20	62	
		%	67.74	32.26	100	
	Media Scholars	F	20	08	28	
		%	71.43	28.57	100	
	Intellectuals	F	34	09	43	
		%	79.07	20.93	100	
Total		F	118	45	163	$\chi^2=0.303$; P=.582
		%	72.39	27.61	100	

CC= Contingency co-efficient and χ^2 =Pearson’s Chi Square co-efficient.

Table No. 4.3.16 provides the opinion of the respondents about the statement – ‘The process of globalization has resulted in the invasion of sky by the satellite television’. A majority of the respondents representing male category (73.74%) and female category (71.88%) have stated that the process of globalization has resulted in the invasion of sky by the satellite television. There is significant association (CC=.255; P=.005) between the gender of the respondents and invasion of sky by the satellite television. A majority of the media policy makers (73.33%), media professionals (67.74%), media scholars (71.43%) and intellectuals (79.07%) have stated that the process of globalization has resulted in the invasion of sky by the satellite television. There is significant association (CC=.323; P=.005) between the professional status of the respondents and invasion of sky by the satellite television. A majority of the respondents (72.39%) regardless of gender and professional status have stated that the process of globalization has resulted in the invasion of sky by the satellite television. There is non-significant association ($\chi^2=0.303$; P=.582) between the demographic features of the respondents and impact of globalization on electronic media in India.

Table No.4.3.17: ‘The process of globalization has minimized educational and developmental broadcasting in India’.

Independent Variable			Response		Total	Statistical Test
			Agree	Disagree		
Gender	Male	F	80	19	99	CC=.029; p=.973
		%	80.81	19.19	100	
	female	F	53	11	64	
		%	82.81	17.19	100	
Professional Status	Media Policy Makers	F	24	06	30	CC=.522; p=.000
		%	80.0	20.0	100	
	Media Professionals	F	53	09	62	
		%	85.48	14.52	100	
	Media Scholars	F	20	08	28	
		%	71.43	28.57	100	
	Intellectuals	F	36	07	43	
		%	83.72	16.28	100	
Total		F	133	30	163	$\chi^2=0.944$; P=.331
		%	81.60	18.40	100	

CC= Contingency co-efficient and χ^2 =Pearson’s Chi Square co-efficient.

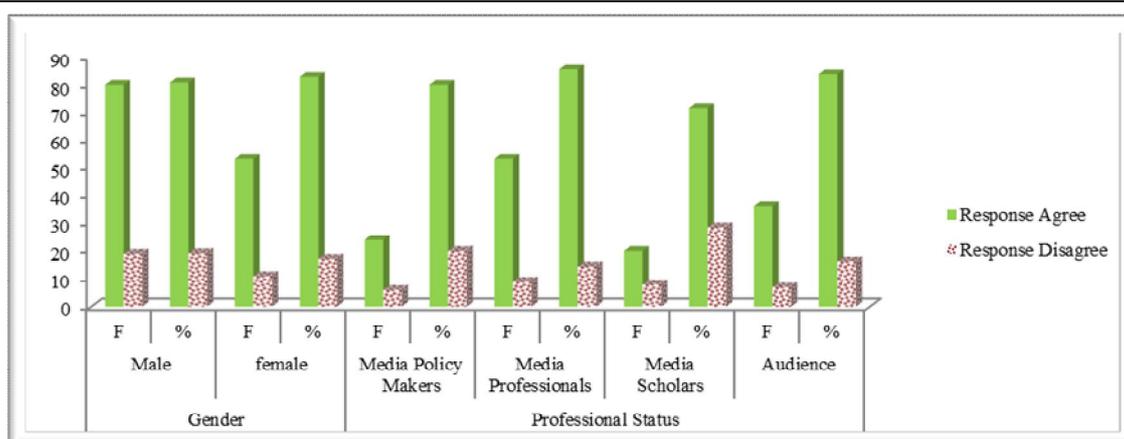


Figure 4.3.17: ‘The process of globalization has minimized educational and developmental broadcasting in India’.

Table No. 4.3.17 provides the opinion of the respondents about the statement – ‘The process of globalization has minimized educational and developmental broadcasting in India’. A majority of the respondents representing male category (80.81%) and female category (82.81%) have stated that the process of globalization has minimized educational and developmental broadcasting in India. There is non-significant association (CC=.029; P=.973) between the gender of the respondents and minimization of educational and developmental broadcasting. A majority of the media policy makers (80.0%), media professionals (85.48%), media scholars (71.43%) and intellectuals (83.72%) have stated that the process of globalization has minimized educational and developmental broadcasting in India. There is significant association (CC=.522; P=000) between the professional status of the respondents and minimization of educational and developmental broadcasting. A majority of the respondents (81.60%) regardless of gender and professional status have stated that the process of globalization has minimized educational and developmental broadcasting in India. There is non-significant association ($\chi^2=0.944$; P=.331) between the demographic features of the respondents and impact of globalization on electronic media in India.

Table No.4.3.18: ‘The process of globalization has prompted Indian broadcasting media to promote new lifestyles for the benefit of market forces’.

Independent Variable		Response		Total	Statistical Test
		Agree	Disagree		
Gender	Male	F	70	29	CC=.503; p=.000
		%	70.71	29.29	
	female	F	43	21	
		%	67.19	32.81	
Professional Status	Media Policy Makers	F	22	08	CC=.451; p=.000
		%	73.33	26.67	
	Media Professionals	F	40	22	
		%	64.52	35.48	
	Media Scholars	F	18	10	
		%	64.29	35.71	
	Intellectuals	F	32	11	
		%	74.42	25.58	
Total		F	112	51	$\chi^2=0.523$; P=.469
		%	68.71	31.29	

CC= Contingency co-efficient and χ^2 =Pearson’s Chi Square co-efficient.

Table No. 4.3.18 provides the opinion of the respondents about the statement – ‘The process of globalization has prompted Indian broadcasting media to promote new lifestyles for the benefit of market forces’. A majority of the respondents representing male category (70.71%) and female category (67.19%) have stated that the process of globalization has prompted Indian broadcasting media to promote new lifestyles for the benefit of market forces. There is significant association (CC=.503; P=.000) between the gender of the

respondents and promotion of market forces oriented lifestyles by electronic media. A majority of the media policy makers (73.33%), media professionals (64.52%), media scholars (64.29%) and intellectuals (74.42%) have stated that the process of globalization has prompted Indian broadcasting media to promote new lifestyles for the benefit of market forces. There is significant association (CC=.451; P=000) between the professional status of the respondents and promotion of market forces oriented lifestyles by electronic media. A majority of the respondents (68.71%) regardless of gender and professional status have stated that the process of globalization has prompted Indian broadcasting media to promote new lifestyles for the benefit of market forces. There is non-significant association ($\chi^2=0.523$; P=.469) between the demographic features of the respondents and impact of globalization on electronic media in India.

Table No.4.3.19: ‘The process of globalization has enabled the global media owners to protect and expand their private interests in India’.

Independent Variable			Response		Total	Statistical Test
			Agree	Disagree		
Gender	Male	F	70	29	99	CC=.387; p=.000
		%	70.71	29.29	100	
	female	F	44	20	64	
		%	68.75	31.25	100	
Professional Status	Media Policy Makers	F	22	08	30	CC=.478; p=.000
		%	73.33	26.67	100	
	Media Professionals	F	41	21	62	
		%	66.13	33.87	100	
	Media Scholars	F	20	08	28	
		%	71.43	28.57	100	
	Intellectuals	F	30	13	43	
		%	69.77	30.23	100	
Total		F	113	50	163	$\chi^2=0.387$; P=.534
		%	69.33	30.67	100	

CC= Contingency co-efficient and χ^2 =Pearson’s Chi Square co-efficient.

Table No. 4.3.19 provides the opinion of the respondents about the statement – ‘The process of globalization has enabled the global media owners to deploy the electronic media to protect and expand their private interests in India’. A majority of the respondents representing male category (70.71%) and female category (68.75%) have stated that the process of globalization has enabled the global media owners to deploy the electronic media to protect and expand their private interests in India. There is significant association (CC=.387; P=.000) between the gender of the respondents and protection of private interests by electronic media. A majority of the media policy makers (73.33%), media professionals (66.13%), media scholars (71.43%) and intellectuals (69.77%) have stated that the process of globalization has enabled the global media owners to deploy the electronic media to protect and expand their private interests in India. There is significant association (CC=.478; P=000) between the professional status of the respondents and protection of private interests by electronic media. A majority of the respondents (69.33%) regardless of gender and professional status have stated that the process of globalization has enabled the global media owners to deploy the electronic media to protect and expand their private interests in India. There is non-significant association ($\chi^2=0.387$; P=.534) between the demographic features of the respondents and impact of globalization on electronic media in India.

Table No.4.3.20: ‘The process of globalization has prompted the electronic media to present news according to TRP rating wars and advertisers demand’.

Independent Variable			Response		Total	Statistical Test
			Agree	Disagree		
Gender	Male	F	69	30	99	CC=.561; p=.000
		%	69.70	30.30	100	
	female	F	46	18	64	
		%				

		%	71.88	28.12	100	CC=.510; p=.000
Professional Status	Media Policy Makers	F	22	08	30	
		%	73.33	26.67	100	
	Media Professionals	F	38	24	62	
		%	61.29	38.71	100	
	Media Scholars	F	20	08	28	
		%	71.43	28.57	100	
	Intellectuals	F	34	09	43	
		%	79.07	20.93	100	
Total		F	114	49	163	$\chi^2=0.989$; P=.320
		%	69.94	30.06	100	

CC= Contingency co-efficient and χ^2 =Pearson's Chi Square co-efficient.

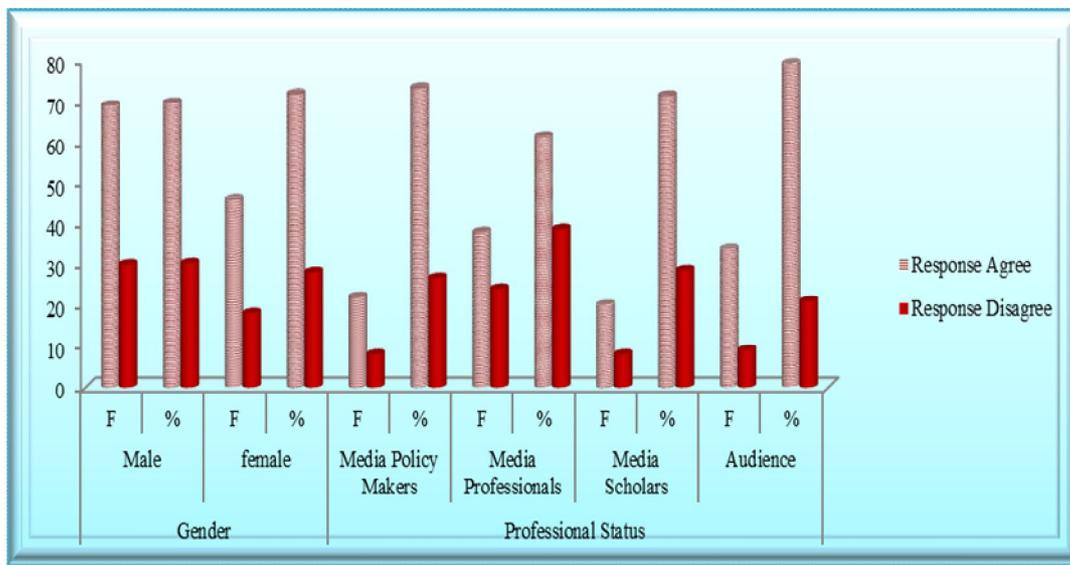


Figure 4.3.20: 'The process of globalization has prompted the electronic media to present news according to TRP rating wars and advertisers demand'.

Table No. 4.3.20 provides the opinion of the respondents about the statement –'The process of globalization has prompted the electronic media to present news according to TRP rating wars and advertisers demand'. A majority of the respondents representing male category (69.70%) and female category (71.88%) have stated that the process of globalization has prompted the electronic media to present news according to TRP rating wars and advertisers demand. There is significant association (CC=.561; P=.000) between the gender of the respondents and increasing TRP rating wars and advertisers demand. A majority of the media policy makers (73.33%), media professionals (61.29%), media scholars (71.43%) and intellectuals (79.07%) have stated that the process of globalization has prompted the electronic media to present news according to TRP rating wars and advertisers demand. There is significant association (CC=.510; P=.000) between the professional status of the respondents and increasing TRP rating wars and advertisers demand. A majority of the respondents (69.94%) regardless of gender and professional status have stated that the process of globalization has prompted the electronic media to present news according to TRP rating wars and advertisers demand. There is non-significant association ($\chi^2=0.989$; P=.320) between the demographic features of the respondents and impact of globalization on electronic media in India.

Testing of Hypothesis

H1. The process of globalization has not adversely affected the management of electronic media in India.

The data analysis furnished in tables 4.3.1 to 4.3.20 indicates that the process of globalization has adversely affected the management of electronic media in India. Hence, the above hypothesis stands disproved according to data analysis.

4.4. Impact of Globalization on Accountability of Electronic Media

Table No.4.4.1 Statement: ‘The process of globalization has converted the electronic media in India into profit businesses’.

Independent Variable			Response		Total	Statistical Test
			Agree	Disagree		
Educational Status	Diploma	F	13	05	18	CC=.147; p=.000
		%	72.22	27.78	100	
	Graduates	F	42	14	56	
		%	75.0	25.0	100	
	Post-Graduates	F	64	25	89	
		%	71.91	28.09	100	
Professional Status	Media Policy Makers	F	21	09	30	CC=.153; p=.098
		%	70.0	30.0	100	
	Media Professionals	F	48	14	62	
		%	77.42	22.58	100	
	Media Scholars	F	17	11	28	
		%	60.71	39.29	100	
	Intellectuals	F	33	10	43	
		%	76.74	23.26	100	
Total		F	119	44	163	$\chi^2=0.896$; P=.344
		%	73.01	26.99	100	

CC= Contingency co-efficient and χ^2 =Pearson’s Chi Square co-efficient.

Table No. 4.4.1 provides the opinion of the respondents about the statement –‘The process of globalization has converted the electronic media in India into profit businesses’. A majority of the respondents representing diploma holders’ category (72.22%), graduates’ category (75.0%) and post-graduates’ category (71.91%) have stated that the process of globalization had converted the electronic media in India into profit businesses. There is significant association (CC=.147; P=.000) between the education of the respondents and conversion of electronic media into businesses. A majority of the media policy makers (70.0%), media professionals (77.42%), media scholars (60.71%) and intellectuals (76.74%) have stated that the process of globalization had converted the electronic media in India into profit businesses. There is non-significant association (CC=.153; P=.098) between the professional status of the respondents and conversion of electronic media into businesses. A majority of the respondents (73.01%) regardless of education and professional status have stated that the process of globalization had converted the electronic media in India into profit businesses. There is non-significant association ($\chi^2=0.896$; P=.344) between the demographic features of the respondents and impact of globalization on electronic media in India.

Table No.4.4.2 Statement: ‘The process of globalization has diluted the ethical, social and professional obligations of electronic media in India’.

Independent Variable			Response		Total	Statistical Test
			Agree	Disagree		
Educational Status	Diploma	F	13	05	18	CC=.416; p=.000
		%	72.22	27.78	100	
	Graduates	F	40	16	56	
		%	71.43	28.57	100	
	Post-Graduates	F	62	27	89	
		%	69.66	30.34	100	
Professional Status	Media Policy Makers	F	20	10	30	CC=.419; p=.000
		%	66.67	33.33	100	

	Media Professionals	F	47	15	62	
		%	75.81	24.19	100	
	Media Scholars	F	18	10	28	
		%	64.29	35.71	100	
	Intellectuals	F	30	13	43	
		%	69.77	30.23	100	
Total		F	115	48	163	$\chi^2=.920$; P=.166
		%	70.55	29.45	100	

CC= Contingency co-efficient and χ^2 =Pearson’s Chi Square co-efficient.

Table No. 4.4.2 provides the opinion of the respondents about the statement –‘The process of globalization has diluted the ethical, social and professional obligations of electronic media in India’. A majority of the respondents representing diploma holders’ category (72.22%), graduates’ category (71.43%) and post-graduates’ category (69.66%) have stated that the process of globalization had diluted the ethical, social and professional obligations of electronic media in India. There is significant association (CC=.416; P=.000) between the education of the respondents and dilution of obligations of electronic media. A majority of the media policy makers (66.67%), media professionals (75.81%), media scholars (64.29%) and intellectuals (69.77%) have stated that the process of globalization had diluted the ethical, social and professional obligations of electronic media in India. There is significant association (CC=.419; P=000) between the professional status of the respondents and dilution of obligations of electronic media. A majority of the respondents (70.55%) regardless of education and professional status have stated that the process of globalization had diluted the ethical, social and professional obligations of electronic media in India. There is non-significant association ($\chi^2=.920$; P=.166) between the demographic features of the respondents and dilution of obligations of electronic media.

Table No.4.4.3 Statement: ‘The process of globalization of media has made the electronic media to neglect the marginalized sections of the society in India’.

Independent Variable		Response		Total	Statistical Test			
		Agree	Disagree					
Educational Status	Diploma	F	15	03	18	CC=.531; p=.000		
		%	83.33	16.67	100			
	Graduates	F	42	14	56			
		%	75.0	25.0	100			
	Post-Graduates	F	64	25	89			
		%	71.91	28.09	100			
Professional Status	Media Policy Makers	F	21	09	30	CC=.298; p=.098		
		%	70.0	30.0	100			
	Media Professionals	F	48	14	62			
		%	77.42	22.58	100			
	Media Scholars	F	19	09	28			
		%	67.86	32.14	100			
	Intellectuals	F	33	10	43			
		%	76.74	23.26	100			
	Total		F	121	42		163	$\chi^2=0.292$; P=.589
			%	74.23	25.77		100	

CC= Contingency co-efficient and χ^2 =Pearson’s Chi Square co-efficient.

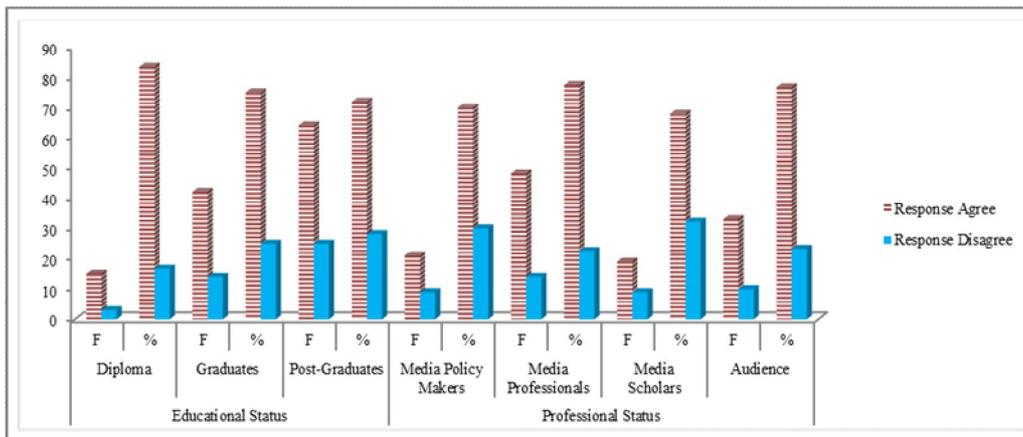


Figure 4.4.3: ‘The process of globalization of media has made the electronic media to neglect the marginalized sections of the society in India’.

Table No. 4.4.3 provides the opinion of the respondents about the statement – ‘The process of globalization of media has made the electronic media to neglect the marginalized sections of the society in India’. A majority of the respondents representing diploma holders’ category (83.33%), graduates’ category (75.0%) and post-graduates’ category (71.91%) have stated that the process of globalization had made the electronic media to neglect the marginalized sections of the society in India. There is significant association (CC=.531; P=.000) between the education of the respondents and neglect of marginalized sections of society by electronic media. A majority of the media policy makers (70.0%), media professionals (77.42%), media scholars (67.86%) and intellectuals (76.74%) have stated that the process of globalization had made the electronic media to neglect the marginalized sections of the society in India. There is non-significant association (CC=.298; P=.098) between the professional status of the respondents and neglect of marginalized sections of society by electronic media. A majority of the respondents (74.23%) regardless of education and professional status have stated that the process of globalization had made the electronic media to neglect the marginalized sections of the society in India. There is non-significant association ($\chi^2=0.292$; P=.589) between the demographic features of the respondents and neglect of marginalized sections of society by electronic media.

Table No.4.4.4 Statement: ‘The process of globalization has made the electronic media to treat people as means to an end in India’.

Independent Variable			Response		Total	Statistical Test
			Agree	Disagree		
Educational Status	Diploma	F	16	02	18	CC=.094; p=.503
		%	88.89	11.11	100	
	Graduates	F	45	11	56	
		%	80.36	19.64	100	
	Post-Graduates	F	74	15	89	
		%	83.15	16.85	100	
Professional Status	Media Policy Makers	F	24	06	30	CC=.438; p=.000
		%	80.0	20.0	100	
	Media Professionals	F	51	11	62	
		%	82.26	17.74	100	
	Media Scholars	F	22	06	28	
		%	78.57	21.43	100	
	Intellectuals	F	36	07	43	
		%	83.72	16.28	100	
Total		F	135	28	163	$\chi^2=1.052$; P=.305
		%	82.82	17.18	100	

CC= Contingency co-efficient and χ^2 =Pearson’s Chi Square co-efficient.

Table No. 4.4.4 provides the opinion of the respondents about the statement –‘The process of globalization has made the electronic media to treat people as means to an end in India’. A majority of the respondents representing diploma holders’ category (88.89%), graduates’ category (80.36%) and post-graduates’ category (83.15%) have stated that the process of globalization had made the electronic media to treat people as means to an end in India. There is non-significant association (CC=.094; P=.503) between the education of the respondents and neglect of people by the electronic media. A majority of the media policy makers (80.0%), media professionals (82.26%), media scholars (78.57%) and intellectuals (83.72%) have stated that the process of globalization had made the electronic media to treat people as means to an end in India. There is significant association (CC=.438; P=000) between the professional status of the respondents and neglect of people by the electronic media. A majority of the respondents (82.82%) regardless of education and professional status have stated that the process of globalization had made the electronic media to treat people as means to an end in India. There is non-significant association ($\chi^2=1.052$; P=.305) between the demographic features of the respondents and impact of globalization on electronic media in India.

Table No.4.4.5 Statement: ‘The process of globalization has made the electronic media to enter into an unlawful alliance with the market forces in India’.

Independent Variable			Response		Total	Statistical Test
			Agree	Disagree		
Educational Status	Diploma	F	15	03	18	CC=.158; p=.081
		%	83.33	16.67	100	
	Graduates	F	43	13	56	
		%	76.79	23.21	100	
	Post-Graduates	F	72	17	89	
		%	80.90	19.10	100	
Professional Status	Media Policy Makers	F	23	07	30	CC;.023 p=.987
		%	76.67	23.33	100	
	Media Professionals	F	53	09	62	
		%	85.48	14.52	100	
	Media Scholars	F	20	08	28	
		%	71.43	28.57	100	
	Intellectuals	F	34	09	43	
		%	79.07	20.93	100	
Total		F	130	33	163	$\chi^2=0.083$; P=.773
		%	79.75	20.25	100	

CC= Contingency co-efficient and χ^2 =Pearson’s Chi Square co-efficient.

Table No. 4.4.5 provides the opinion of the respondents about the statement –‘The process of globalization has made the electronic media to enter into an unlawful alliance with the market forces in India’. A majority of the respondents representing diploma holders’ category (83.33%), graduates’ category (76.79%) and post-graduates’ category (80.90%) have stated that the process of globalization had made the electronic media to enter into an unlawful alliance with the market forces in India. There is non-significant association (CC=.158; P=.081) between the education of the respondents and an unlawful alliance of electronic media with market forces. A majority of the media policy makers (76.67%), media professionals (85.48%), media scholars (71.43%) and intellectuals (79.07%) have stated that the process of globalization had made the electronic media to enter into an unlawful alliance with the market forces in India. There is non-significant association (CC=023; P=0987) between the professional status of the respondents and an unlawful alliance of electronic media with market forces. A majority of the respondents (79.75%) regardless of education and professional status have stated that that the process of globalization had made the electronic media to enter into an unlawful alliance with the market forces in India. There is non-significant association ($\chi^2=0.083$; P=.773) between the demographic features of the respondents and impact of globalization on electronic media in India.

Table No.4.4.6 Statement: ‘The process of globalization has resulted in the abuse of media freedom by the imperialists in India’.

Independent Variable		Response		Total	Statistical Test	
		Agree	Disagree			
Educational Status	Diploma	F	14	04	18	CC=0.164; P=0.294
		%	77.78	22.22	100	
	Graduates	F	43	13	56	
		%	76.79	23.21	100	
	Post-Graduates	F	72	17	89	
		%	80.90	19.10	100	
Professional Status	media policy makers	F	24	06	30	CC=0.023; P=0.564
		%	80.0	20.0	100	
	Media Professionals	F	47	15	62	
		%	75.81	24.19	100	
	Media Scholars	F	22	06	28	
		%	78.57	21.43	100	
	Intellectuals	F	36	07	43	
		%	83.72	16.28	100	
Total		F	129	34	163	$\chi^2=1.691$; P=.193
		%	79.14	20.86	100	

CC= Contingency co-efficient and χ^2 =Pearson’s Chi Square co-efficient.

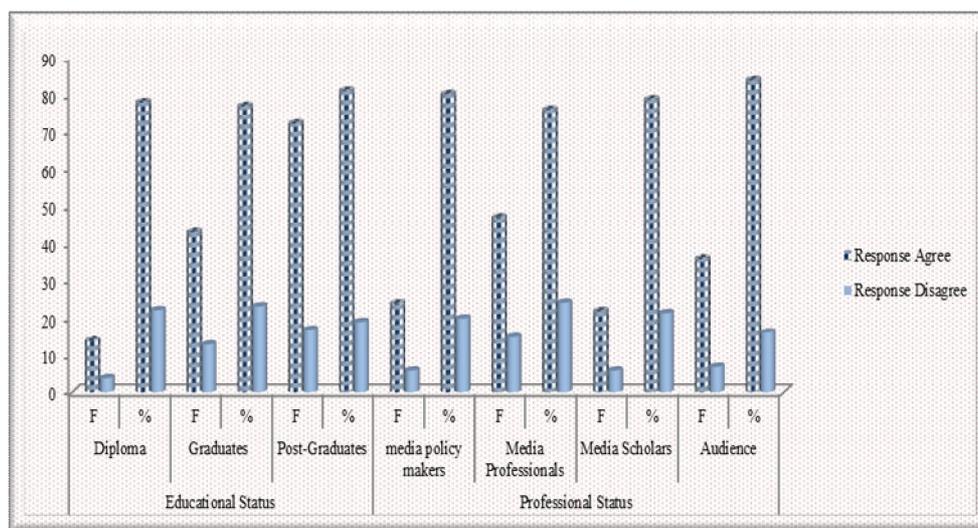


Figure 4.4.6: ‘The process of globalization has resulted in the abuse of media freedom by the imperialists in India’.

Table No. 4.4.6 provides the opinion of the respondents about the statement – ‘The process of globalization has resulted in the abuse of media freedom by the imperialists in India’. A majority of the respondents representing diploma holders’ category (77.78%), graduates’ category (76.79%) and post-graduates’ category (80.90%) have stated that the process of globalization had resulted in the abuse of media freedom by the imperialists in India. There is non-significant association (CC=.164; P=.294) between the education of the respondents and abuse of media freedom by the imperialists. A majority of the media policy makers (80.0%), media professionals (75.81%), media scholars (78.57%) and intellectuals (83.72%) have stated that the process of globalization had resulted in the abuse of media freedom by the imperialists in India. There is non-significant association (CC=0.023; P=0.564) between the professional status of the respondents and abuse of media freedom by the imperialists. A majority of the respondents (79.14%) regardless of education and professional status have stated that the process of globalization had resulted in the abuse of media freedom by the imperialists in India. There is non-significant association ($\chi^2=1.691$; P=.193) between the demographic features of the respondents and impact of globalization on electronic media in India.

Table No.4.4.7 Statement: ‘The process of globalization has made the electronic media institutions to dilute business ethics in India’.

Independent Variable			Response		Total	Statistical Test
			Agree	Disagree		
Educational Status	Diploma	F	14	04	18	CC=0.110; P=0.448
		%	77.78	22.22	100	
	Graduates	F	43	13	56	
		%	76.79	23.21	100	
	Post-Graduates	F	75	14	89	
		%	84.27	15.73	100	
Professional Status	Media Policy Makers	F	25	05	30	CC=0.206; P=0.562
		%	83.33	16.67	100	
	Media Professionals	F	52	10	62	
		%	83.87	16.13	100	
	Media Scholars	F	21	07	28	
		%	75.0	25.0	100	
	Intellectuals	F	34	09	43	
		%	79.07	20.93	100	
Total		F	132	31	163	$\chi^2=0.089$; P=.765
		%	80.98	19.02	100	

CC= Contingency co-efficient and χ^2 =Pearson’s Chi Square co-efficient.

Table No. 4.4.7 provides the opinion of the respondents about the statement –‘The process of globalization has made the electronic media institutions to dilute business ethics in India’. A majority of the respondents representing diploma holders’ category (77.78%), graduates’ category (76.79%) and post-graduates’ category (84.27%) have stated that the process of globalization had made the electronic media institutions to dilute business ethics in India. There is non-significant association (CC=.110; P=.448) between the education of the respondents and dilution of business ethics in electronic media. A majority of the media policy makers (83.33%), media professionals (83.87%), media scholars (75.0%) and intellectuals (79.07%) have stated that the process of globalization had made the electronic media institutions to dilute business ethics in India. There is non-significant association (CC=.206; P=.562) between the professional status of the respondents and dilution of business ethics in electronic media. A majority of the respondents (80.98%) regardless of education and professional status have stated that the process of globalization had made the electronic media institutions to dilute business ethics in India. There is non-significant association ($\chi^2=0.089$; P=.765) between the demographic features of the respondents and dilution of business ethics in electronic media.

Table No.4.4.8 Statement: ‘The process of globalization has prompted the electronic media to neglect their corporate social responsibility in India’.

Independent Variable			Response		Total	Statistical Test
			Agree	Disagree		
Educational Status	Diploma	F	14	04	18	CC=0.096; P=0.418
		%	77.78	22.22	100	
	Graduates	F	38	18	56	
		%	67.86	32.14	100	
	Post-Graduates	F	70	19	89	
		%	78.65	21.35	100	
Professional Status	Media Policy Makers	F	23	07	30	CC=0.197; P=0.329
		%	76.67	23.33	100	
	Media Professionals	F	42	20	62	
		%	67.74	32.26	100	

	Media Scholars	F	22	06	28	
		%	78.57	21.43	100	
	Intellectuals	F	33	10	43	
		%	76.74	23.26	100	
Total		F	122	41	163	$\chi^2=.967$; P=.000
		%	74.85	25.15	100	

CC= Contingency co-efficient and χ^2 =Pearson’s Chi Square co-efficient.

Table No. 4.4.8 provides the opinion of the respondents about the statement –‘The process of globalization has prompted the electronic media to neglect their corporate social responsibility in India’. A majority of the respondents representing diploma holders’ category (77.78%), graduates’ category (67.86%) and post-graduates’ category (78.65%) have stated that the process of globalization had prompted the electronic media to neglect their corporate social responsibility in India. There is significant association (CC=.096; P=.418) between the education of the respondents and neglect of corporate social responsibility by the electronic media. A majority of the media policy makers (76.67%), media professionals (67.74%), media scholars (78.57%) and intellectuals (76.74%) have stated that the process of globalization had prompted the electronic media to neglect their corporate social responsibility in India. There is non-significant association (CC=.197; P=.329) between the professional status of the respondents and neglect of corporate social responsibility by the electronic media. A majority of the respondents (74.85%) regardless of education and professional status have stated that the process of globalization had prompted the electronic media to neglect their corporate social responsibility in India. There is significant association ($\chi^2=.967$; P=.000) between the demographic features of the respondents and impact of globalization on electronic media in India.

Table No.4.4.9: Statement: ‘The process of globalization has prevented the electronic media from exposing the evil designs of market forces’.

Independent Variable			Response		Total	Statistical Test
			Agree	Disagree		
Educational Status	Diploma	F	14	04	18	CC=0.043; P=0.513
		%	77.78	22.22	100	
	Graduates	F	41	15	56	
		%	73.21	26.79	100	
	Post-Graduates	F	73	16	89	
		%	82.02	17.98	100	
Professional Status	Media Policy Makers	F	23	07	30	CC=.300; P=.000
		%	76.67	23.33	100	
	Media Professionals	F	49	13	62	
		%	79.03	20.97	100	
	Media Scholars	F	21	07	28	
		%	75.0	25.0	100	
	Intellectuals	F	35	08	43	
		%	81.40	18.60	100	
Total		F	128	35	163	$\chi^2=.873$; P=0.412
		%	78.53	21.47	100	

CC= Contingency co-efficient and χ^2 =Pearson’s Chi Square co-efficient.

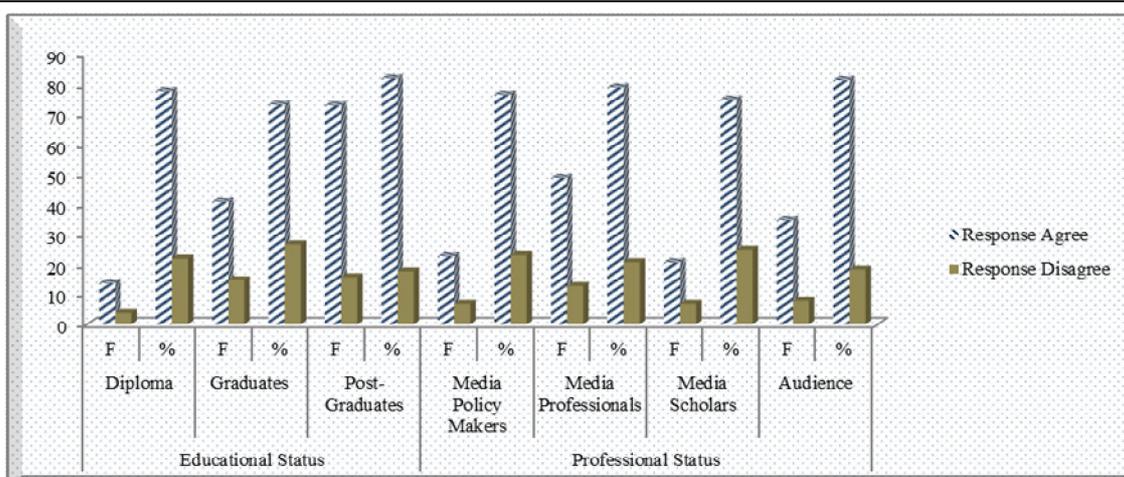


Figure 4.4.9: ‘The process of globalization has prevented the electronic media from exposing the evil designs of market forces’.

Table No. 4.4.9 provides the opinion of the respondents about the statement – ‘The process of globalization has prevented the electronic media from exposing the evil designs of market forces’. A majority of the respondents representing diploma holders’ category (77.78%), graduates’ category (73.21%) and post-graduates’ category (82.02%) have stated that the process of globalization had prevented the electronic media from exposing the evil designs of market forces. There is non-significant association (CC=.043; P=.513) between the education of the respondents and lack of exposure of evil designs of market forces. A majority of the media policy makers (76.67%), media professionals (79.03%), media scholars (75.0%) and intellectuals (81.40%) have stated that the process of globalization had prevented the electronic media from exposing the evil designs of market forces. There is significant association (CC=.300; P=000) between the professional status of the respondents and lack of exposure of evil designs of market forces. A majority of the respondents (78.53%) regardless of education and professional status have stated that the process of globalization had prevented the electronic media from exposing the evil designs of market forces. There is non-significant association ($\chi^2=0.873$; P=.412) between the demographic features of the respondents and impact of globalization on electronic media in India.

Table No.4.4.10 Statement: ‘The process of globalization has prevented the electronic media to foster a more ecologically and socially sustainable society in India’.

Independent Variable			Response		Total	Statistical Test
			Agree	Disagree		
Educational Status	Diploma	F	14	04	18	CC=0.157; P=0.668
		%	77.78	22.22	100	
	Graduates	F	34	22	56	
		%	60.71	39.29	100	
	Post-Graduates	F	66	23	89	
		%	74.16	25.84	100	
Professional Status	Media Policy Makers	F	22	08	30	CC=0.070; P=0.468
		%	73.33	26.67	100	
	Media Professionals	F	46	16	62	
		%	74.19	25.81	100	
	Media Scholars	F	20	08	28	
		%	71.43	28.57	100	
	Intellectuals	F	34	09	43	
		%	79.07	20.93	100	
Total		F	114	49	163	$\chi^2=.142$; P=0.307
		%	69.94	27.78	100	

CC= Contingency co-efficient and χ^2 =Pearson’s Chi Square co-efficient.

Table No. 4.4.10 provides the opinion of the respondents about the statement –‘The process of globalization has prevented the electronic media to foster a more ecologically and socially sustainable society in India’. A majority of the respondents representing diploma holders’ category (77.78%), graduates’ category (60.71%) and post-graduates’ category (74.16%) have stated that the process of globalization had prevented the electronic media to foster a more ecologically and socially sustainable society in India. There is non-significant association (CC=.157; P=.668) between the education of the respondents and prevention of ecologically and socially sustainable society in India. A majority of the media policy makers (73.33%), media professionals (74.19%), media scholars (71.43%) and intellectuals (76.74%) have stated that the process of globalization had prevented the electronic media to foster a more ecologically and socially sustainable society in India. There is non-significant association (CC=.070; P=.468) between the professional status of the respondents and prevention of ecologically and socially sustainable society in India. A majority of the respondents (69.94%) regardless of education and professional status have stated that the process of globalization had prevented the electronic media to foster a more ecologically and socially sustainable society in India. There is non-significant association ($\chi^2=.142$; P=.307) between the demographic features of the respondents and impact of globalization on electronic media in India.

Table No.4.4.11 Statement: ‘The process of globalization has created a new generation of electronic media executives rather than socially committed media professionals in India’.

Independent Variable			Response		Total	Statistical Test
			Agree	Disagree		
Educational Status	Diploma	F	14	04	18	CC=0.136; P=0.566
		%	77.78	22.22	100	
	Graduates	F	43	13	56	
		%	76.79	23.21	100	
	Post-Graduates	F	79	10	89	
		%	88.76	11.24	100	
Professional Status	Media Policy Makers	F	23	07	30	CC=0.085; P=0.313
		%	76.67	23.33	100	
	Media Professionals	F	49	13	62	
		%	79.03	20.97	100	
	Media Scholars	F	21	07	28	
		%	75.0	25.0	100	
	Intellectuals	F	35	08	43	
		%	81.40	18.60	100	
Total		F	136	27	163	$\chi^2=.656$; P=.036
		%	83.44	16.56	100	

CC= Contingency co-efficient and χ^2 =Pearson’s Chi Square co-efficient.

Table No. 4.4.11 provides the opinion of the respondents about the statement –‘The process of globalization has created a new generation of electronic media executives rather than socially committed media professionals in India’. A majority of the respondents representing diploma holders’ category (77.78%), graduates’ category (76.79%) and post-graduates’ category (88.76%) have stated that the process of globalization had created a new generation of electronic media executives rather than socially committed media professionals in India. There is non-significant association (CC=.136; P=.566) between the education of the respondents and creation of electronic media executives. A majority of the media policy makers (76.67%), media professionals (79.03%), media scholars (75.0%) and intellectuals (81.40%) have stated that the process of globalization had created a new generation of electronic media executives rather than socially committed media professionals in India. There is non-significant association (CC=.085; P=.313) between the professional status of the respondents and creation of electronic media executives. A majority of the respondents (83.44%) regardless of education and professional status have stated that the process of globalization had created a new generation of electronic media executives rather than socially committed media professionals in India. There is significant association ($\chi^2=0.656$; P=.036) between the demographic features of the respondents and impact of globalization on electronic media in India.

Table No.4.4.12 Statement: ‘The process of globalization has prompted the electronic media institutions to sideline social justice in India’.

Independent Variable			Response		Total	Statistical Test
			Agree	Disagree		
Educational Status	Diploma	F	14	04	18	CC=0.208; P=0.0192
		%	77.78	22.22	100	
	Graduates	F	45	11	56	
		%	80.36	19.64	100	
	Post-Graduates	F	81	08	89	
		%	91.01	8.99	100	
Professional Status	Media Policy Makers	F	24	06	30	CC=0.186; P=0.925
		%	80.0	20.0	100	
	Media Professionals	F	55	07	62	
		%	88.71	11.29	100	
	Media Scholars	F	22	06	28	
		%	78.57	21.43	100	
	Intellectuals	F	39	04	43	
		%	90.70	9.30	100	
Total		F	140	23	163	$\chi^2=1.827$; P=004
		%	85.89	14.11	100	

CC= Contingency co-efficient and χ^2 =Pearson’s Chi Square co-efficient.

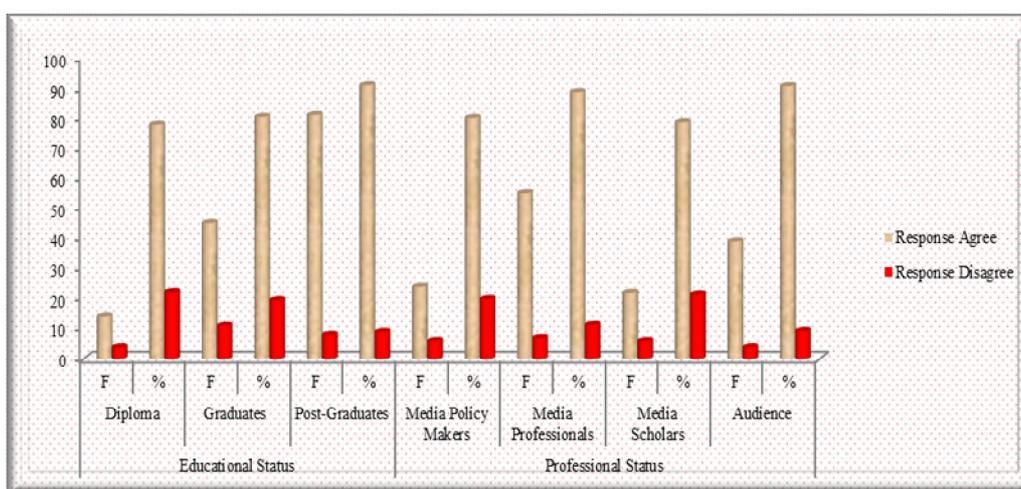


Figure 4.4.12: ‘The process of globalization has prompted the electronic media institutions to sideline social justice in India’.

Table No. 4.4.12 provides the opinion of the respondents about the statement –‘The process of globalization has prompted the electronic media institutions to sideline social justice in India’. A majority of the respondents representing diploma holders’ category (77.78%), graduates’ category (80.36%) and post-graduates’ category (91.01%) have stated that the process of globalization had prompted the electronic media institutions to sideline social justice in India. There is non-significant association (CC=.208; P=.192) between the education of the respondents and neglect of social justice by electronic media. A majority of the media policy makers (80.0%), media professionals (88.71%), media scholars (78.57%) and intellectuals (90.70%) have stated that the process of globalization had prompted the electronic media institutions to sideline social justice in India. There is non-significant association (CC=.186; P=.925) between the

professional status of the respondents and neglect of social justice by electronic media. A majority of the respondents (85.89%) regardless of education and professional status have stated that the process of globalization had prompted the electronic media institutions to sideline social justice in India. There is significant association ($\chi^2=1.827$; $P=.004$) between the demographic features of the respondents and impact of globalization on electronic media in India.

Table No.4.4.13 Statement: ‘The process of globalization has prevented the electronic media institutions from mobilizing social action against corruption’.

Independent Variable			Response		Total	Statistical Test
			Agree	Disagree		
Educational Status	Diploma	F	14	04	18	CC=0.169; P=0.740
		%	77.78	22.22	100	
	Graduates	F	43	13	56	
		%	76.79	23.21	100	
	Post-Graduates	F	73	16	89	
		%	82.02	17.98	100	
Professional Status	Media Policy Makers	F	24	06	30	CC=0.128; P=0.322
		%	80.0	20.0	100	
	Media Professionals	F	48	14	62	
		%	77.42	22.58	100	
	Media Scholars	F	22	06	28	
		%	78.52	21.43	100	
	Intellectuals	F	36	07	43	
		%	83.72	16.28	100	
Total		F	130	33	163	$\chi^2=2.572$; P=.002
		%	79.75	20.25	100	

CC= Contingency co-efficient and χ^2 =Pearson’s Chi Square co-efficient.

Table No. 4.4.13 provides the opinion of the respondents about the statement – ‘The process of globalization has prevented the electronic media institutions from mobilizing social action against corruption’. A majority of the respondents representing diploma holders’ category (77.78%), graduates’ category (76.79%) and post-graduates’ category (82.02%) have stated that the process of globalization had prevented the electronic media institutions from mobilizing social action against corruption. There is non-significant association (CC=.169; P=.740) between the education of the respondents and lack of social mobilization against corruption. A majority of the media policy makers (80.0%), media professionals (77.42%), media scholars (78.52%) and intellectuals (83.72%) have stated that the process of globalization had prevented the electronic media institutions from mobilizing social action against corruption. There is non-significant association (CC=.128;P=.322) between the professional status of the respondents and lack of social mobilization against corruption. A majority of the respondents (79.75%) regardless of education and professional status have stated that the process of globalization had prevented the electronic media institutions from mobilizing social action against corruption. There is significant association ($\chi^2=2.572$; $P=.002$) between the demographic features of the respondents and impact of globalization on electronic media in India.

Table No.4.4.14 Statement: ‘The process of globalization has taken a big toll of independent electronic media management in India’.

Independent Variable			Response		Total	Statistical Test
			Agree	Disagree		
Educational Status	Diploma	F	14	04	18	CC=0.246; P=0.084
		%	77.78	22.22	100	
	Graduates	F	47	09	56	
		%	83.93	16.07	100	
	Post-Graduates	F	81	08	89	
		%				

		%	91.01	8.99	100	
Professional Status	Media Policy Makers	F	26	04	30	CC=0.085; P=0.325
		%	86.67	13.33	100	
	Media Professionals	F	55	07	62	
		%	88.71	11.29	100	
	Media Scholars	F	22	06	28	
		%	78.57	21.43	100	
Intellectuals	F	39	04	43		
	%	90.70	9.30	100		
Total		F	142	21	163	$\chi^2=.633$; P=.002
		%	87.12	12.88	100	

CC= Contingency co-efficient and χ^2 =Pearson’s Chi Square co-efficient.

Table No. 4.4.14 provides the opinion of the respondents about the statement –‘The process of globalization has taken a big toll of independent electronic media management in India’. A majority of the respondents representing diploma holders’ category (77.78%), graduates’ category (83.93%) and post-graduates’ category (91.01%) have stated that the process of globalization had taken a big toll of independent electronic media management in India. There is non-significant association (CC=.246; P=.084) between the education of the respondents and lack of independence of electronic media. A majority of the media policy makers (86.67%), media professionals (88.71%), media scholars (78.57%) and intellectuals (90.70%) have stated that the process of globalization had taken a big toll of independent electronic media management in India. There is non-significant association (CC=.085; P=.325) between the professional status of the respondents and lack of independence of electronic media. A majority of the respondents (87.12%) regardless of education and professional status have stated that the process of globalization had taken a big toll of independent electronic media management in India. There is significant association ($\chi^2=0.633$; P=.002) between the demographic features of the respondents and impact of globalization on electronic media in India.

Table No.4.4.15 Statement: ‘The process of globalization has made the electronic media institutions to divorce the market policy from environment policy in India’.

Independent Variable		Response		Total	Statistical Test	
		Agree	Disagree			
Educational Status	Diploma	F	14	04	18	CC=0.191; P=0.582
		%	77.78	22.22	100	
	Graduates	F	47	09	56	
		%	83.93	16.07	100	
	Post-Graduates	F	83	06	89	
		%	93.26	6.74	100	
Professional Status	Media Policy Makers	F	26	04	30	CC=0.069; P=0.661
		%	86.67	13.33	100	
	Media Professionals	F	57	05	62	
		%	91.94	8.06	100	
	Media Scholars	F	22	06	28	
		%	78.57	21.43	100	
	Intellectuals	F	39	04	43	
		%	90.70	9.30	100	
Total		F	144	19	163	$\chi^2=.613$; P=.100
		%	88.34	11.66	100	

CC= Contingency co-efficient and χ^2 =Pearson’s Chi Square co-efficient.

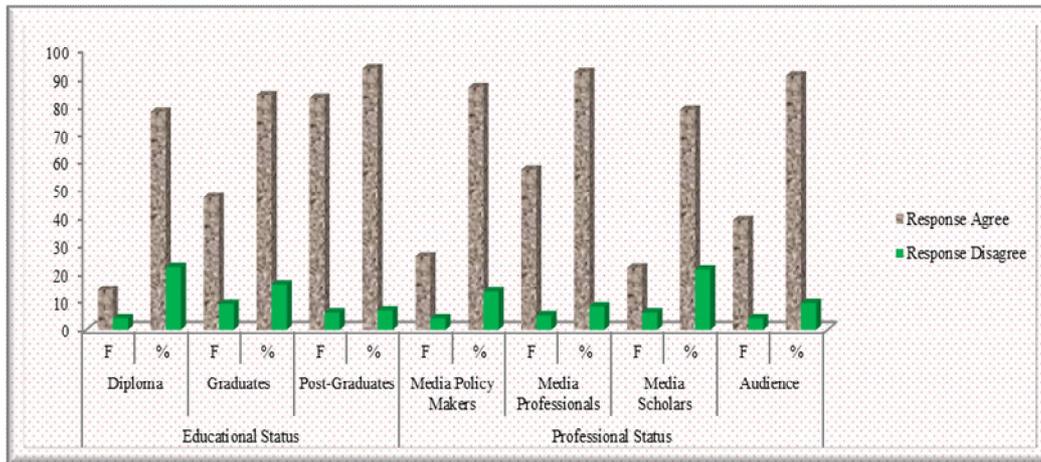


Figure 4.4.15: ‘The process of globalization has made the electronic media institutions to divorce the market policy from environment policy in India’.

Table No. 4.4.15 provides the opinion of the respondents about the statement – ‘The process of globalization has made the electronic media institutions to divorce the market policy from environment policy in India’. A majority of the respondents representing diploma holders’ category (77.78%), graduates’ category (83.93%) and post-graduates’ category (93.26%) have stated that the process of globalization had converted the electronic media in India into profit businesses. There is non-significant association (CC=.191; P=.582) between the education of the respondents and conversion of electronic media into businesses. A majority of the media policy makers (86.67%), media professionals (91.94%), media scholars (78.57%) and intellectuals (90.70%) have stated that the process of globalization had converted the electronic media in India into profit businesses. There is non-significant association (CC=0.069; P=.661) between the professional status of the respondents and conversion of electronic media into businesses. A majority of the respondents (88.34%) regardless of education and professional status have stated that that the process of globalization had converted the electronic media in India into profit businesses. There is non-significant association ($\chi^2=.613$; P=.100) between the demographic features of the respondents and impact of globalization on electronic media in India.

Table No.4.4.16 Statement: ‘The process of globalization has created electronic media networks committed to retaining existing social and economic orders in India’.

Independent Variable			Response		Total	Statistical Test	
			Agree	Disagree			
Educational Status	Diploma	F	13	05	18	CC=0.197; P=0.167	
		%	72.22	27.78	100		
	Graduates	F	42	14	56		
		%	75.0	25.0	100		
	Post-Graduates	F	60	29	89		
		%	67.42	32.58	100		
Professional Status	Media Policy Makers	F	21	09	30	CC=0.044; P=0.409	
		%	70.0	30.0	100		
	Media Professionals	F	44	18	62		
		%	70.97	29.03	100		
	Media Scholars	F	17	11	28		
		%	60.71	39.29	100		
	Intellectuals	F	33	10	43		
		%	76.74	23.26	100		
Total			F	115	48	163	$\chi^2=.927$; P=.012
			%	70.55	29.45	100	

CC= Contingency co-efficient and χ^2 =Pearson’s Chi Square co-efficient.

Table No. 4.4.16 provides the opinion of the respondents about the statement –‘The process of globalization has created electronic media networks committed to retaining existing social and economic orders in India’. A majority of the respondents representing diploma holders’ category (72.22%), graduates’ category (75.0%) and post-graduates’ category (67.42%) have stated that the process of globalization had created electronic media networks committed to retaining existing social and economic orders in India. There is non-significant association (CC=.197; P=.167) between the education of the respondents and retention of existing social and economic order. A majority of the media policy makers (70.0%), media professionals (70.97%), media scholars (60.71%) and intellectuals (76.74%) have stated that the process of globalization had created electronic media networks committed to retaining existing social and economic orders in India. There is non-significant association (CC=.044; P=.409) between the professional status of the respondents and retention of existing social and economic order. A majority of the respondents (70.55%) regardless of education and professional status have stated that the process of globalization had created electronic media networks committed to retaining existing social and economic orders in India. There is significant association ($\chi^2=0.927$; P=.012) between the demographic features of the respondents and impact of globalization on electronic media in India.

Table No.4.4.17 Statement: ‘The process of globalization has prevented the electronic media to apply sustainability principles in India’.

Independent Variable			Response		Total	Statistical Test
			Agree	Disagree		
Educational Status	Diploma	F	14	04	18	CC=0.121; P=0.266
		%	77.78	22.22	100	
	Graduates	F	43	13	56	
		%	76.79	23.21	100	
	Post-Graduates	F	68	21	89	
		%	76.40	23.60	100	
Professional Status	Media Policy Makers	F	24	06	30	CC=0.144; P=0.179
		%	80.0	20.0	100	
	Media Professionals	F	43	19	62	
		%	69.35	30.65	100	
	Media Scholars	F	22	06	28	
		%	78.57	21.43	100	
	Intellectuals	F	36	07	43	
		%	83.72	16.28	100	
Total		F	125	38	163	$\chi^2 = .760$ P=.415
		%	76.69	23.31	100	

CC= Contingency co-efficient and χ^2 =Pearson’s Chi Square co-efficient.

Table No. 4.4.17 provides the opinion of the respondents about the statement –‘The process of globalization has prevented the electronic media to apply sustainability principles in India’. A majority of the respondents representing diploma holders’ category (77.78%), graduates’ category (76.79%) and post-graduates’ category (76.40%) have stated that the process of globalization had prevented the electronic media to apply sustainability principles in India. There is non-significant association (CC=.121; P=.266) between the education of the respondents and non -application of sustainability principles. A majority of the media policy makers (80.0%), media professionals (69.35%), media scholars (78.57%) and intellectuals (83.72%) have stated that the process of globalization had prevented the electronic media to apply sustainability principles in India. There is non-significant association (CC=.144; P=.179) between the professional status of the respondents and non -application of sustainability principles. A majority of the respondents (76.69%) regardless of education and professional status have stated that the process of globalization had prevented the electronic media to apply sustainability principles in India. There is non-significant association ($\chi^2=0.760$; P=.415) between the demographic features of the respondents and impact of globalization on electronic media in India.

Table No.4.4.18 Statement: ‘The process of globalization has prevented the electronic media to achieve the goal of inclusive development’.

Independent Variable			Response		Total	Statistical Test
			Agree	Disagree		
Educational Status	Diploma	F	14	04	18	CC=0.176; P=0.493
		%	77.78	22.22	100	
	Graduates	F	49	07	56	
		%	87.50	12.50	100	
	Post-Graduates	F	83	06	89	
		%	93.26	6.74	100	
Professional Status	Media Policy Makers	F	26	04	30	CC=0.107; P=0.342
		%	86.67	13.33	100	
	Media Professionals	F	57	05	62	
		%	91.94	8.06	100	
	Media Scholars	F	24	04	28	
		%	85.71	14.29	100	
	Intellectuals	F	39	04	43	
		%	90.70	9.30	100	
Total		F	146	17	163	$\chi^2=.184$; P=0.033
		%	89.57	10.43	100	

CC= Contingency co-efficient and χ^2 =Pearson’s Chi Square co-efficient.

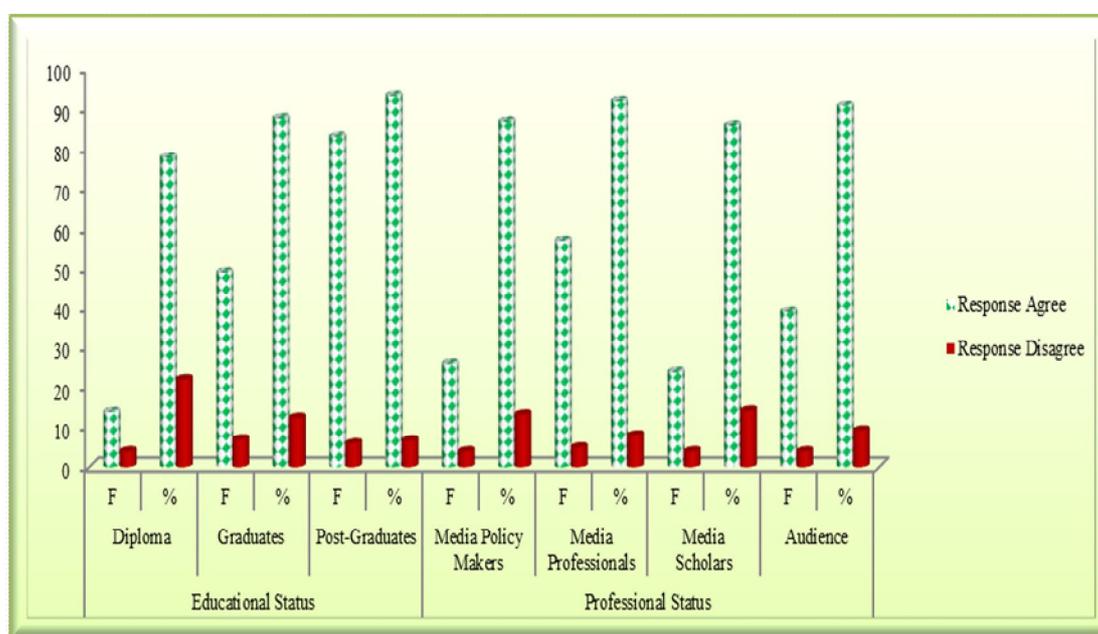


Figure 4.4.18: ‘The process of globalization has prevented the electronic media to achieve the goal of inclusive development’.

Table No. 4.4.18 provides the opinion of the respondents about the statement –‘The process of globalization has prevented the electronic media to achieve the goal of inclusive development’. A majority of the respondents representing diploma holders’ category (77.78%), graduates’ category (87.50%) and post-graduates’ category (93.26%) have stated that the process of globalization had prevented the electronic

media to achieve the goal of inclusive development. There is non-significant association (CC=.176; P=.493) between the education of the respondents and absence of inclusive development. A majority of the media policy makers (86.67%), media professionals (91.94%), media scholars (85.71%) and intellectuals (90.70%) have stated that the process of globalization had prevented the electronic media to achieve the goal of inclusive development. There is non-significant association (CC=.107; P=.342) between the professional status of the respondents and absence of inclusive development. A majority of the respondents (89.57%) regardless of education and professional status have stated that the process of globalization had prevented the electronic media to achieve the goal of inclusive development. There is significant association ($\chi^2=.184$; P=0.033) between the demographic features of the respondents and impact of globalization on electronic media in India.

Table No.4.4.19 Statement: ‘The process of globalization has prevented the electronic media to address critical issue such as human rights’.

Independent Variable			Response		Total	Statistical Test
			Agree	Disagree		
Educational Status	Diploma	F	14	04	18	CC=0.185; P=0.832
		%	77.78	22.22	100	
	Graduates	F	51	05	56	
		%	91.07	8.93	100	
	Post-Graduates	F	83	06	89	
		%	93.26	6.74	100	
Professional Status	Media Policy Makers	F	26	04	30	CC=0.128; P=0.243
		%	86.67	13.33	100	
	Media Professionals	F	57	05	62	
		%	91.94	8.06	100	
	Media Scholars	F	26	02	28	
		%	92.86	7.14	100	
	Intellectuals	F	39	04	43	
		%	90.70	9.30	100	
Total		F	148	15	163	$\chi^2=.137$ P=0.595
		%	90.80	9.20	100	

CC= Contingency co-efficient and χ^2 =Pearson’s Chi Square co-efficient.

Table No. 4.4.19 provides the opinion of the respondents about the statement –‘The process of globalization has prevented the electronic media to address critical issue such as human rights’. A majority of the respondents representing diploma holders’ category (77.78%), graduates’ category (91.07%) and post-graduates’ category (93.26%) have stated that the process of globalization had prevented the electronic media to address critical issue such as human rights. There is non-significant association (CC=.185; P=.832) between the education of the respondents and absence of human rights concern. A majority of the media policy makers (86.67%), media professionals (91.94%), media scholars (92.86%) and intellectuals (90.70%) have stated that the process of globalization had prevented the electronic media to address critical issue such as human rights. There is non-significant association (CC=.128; P=.243) between the professional status of the respondents and absence of human rights concern. A majority of the respondents (90.80%) regardless of education and professional status have stated that the process of globalization had prevented the electronic media to address critical issue such as human rights. There is non-significant association ($\chi^2=.137$; P=.595) between the demographic features of the respondents and impact of globalization on electronic media in India.

Table No.4.4.20 Statement: ‘The process of globalization has prevented the electronic media to promote corporate citizenship and ethical leadership in India’.

Independent Variable			Response		Total	Statistical Test
			Agree	Disagree		
Educational Status	Diploma	F	13	05	18	CC=0.214; P=0.213
		%	72.22	27.78	100	
	Graduates	F	42	14	56	
		%	75.0	25.0	100	
	Post-Graduates	F	64	25	89	
		%	71.91	28.09	100	
Professional Status	Media Policy Makers	F	21	09	30	CC=0.145; P=0.542
		%	70.0	30.0	100	
	Media Professionals	F	48	14	62	
		%	77.42	22.58	100	
	Media Scholars	F	17	11	28	
		%	60.71	39.29	100	
	Intellectuals	F	33	10	43	
		%	76.74	23.26	100	
Total		F	119	44	163	$\chi^2=.255$ P=.196
		%	73.01	26.99	100	

CC= Contingency co-efficient and χ^2 =Pearson’s Chi Square co-efficient.

Table No. 4.4.20 provides the opinion of the respondents about the statement –‘The process of globalization has prevented the electronic media to promote corporate citizenship and ethical leadership in India’. A majority of the respondents representing diploma holders’ category (72.22%), graduates’ category (75.0%) and post-graduates’ category (71.91%) have stated that the process of globalization had prevented the electronic media to promote corporate citizenship and ethical leadership in India. There is non-significant association (CC=.214; P=.213) between the education of the respondents and absence of corporate citizenship and ethical leadership. A majority of the media policy makers (70.0%), media professionals (77.42%), media scholars (60.71%) and intellectuals (76.74%) have stated that the process of globalization had prevented the electronic media to promote corporate citizenship and ethical leadership in India. There is non-significant association (CC=.145; P=.542) between the professional status of the respondents and absence of corporate citizenship and ethical leadership. A majority of the respondents (73.01%) regardless of education and professional status have stated that the process of globalization had prevented the electronic media to promote corporate citizenship and ethical leadership in India. There is non-significant association ($\chi^2=.255$; P=.196) between the demographic features of the respondents and impact of globalization on electronic media in India.

Testing of Hypothesis

H2.The process of globalization has not adversely affected the accountability of electronic media in India.

The data analysis furnished in tables 4.4.1 to 4.4.20 indicates that the process of globalization has adversely affected the accountability of electronic media in India. Hence, the above hypothesis stands proved according to data analysis.

4.5. Impact of Globalization on Professional Conduct of Broadcasting Media

Table No.4.5.1 Statement: ‘The process of globalization has facilitated the adoption of editorial principles in accordance with the constitutional obligations and professional norms’.

Independent Variable			Response		Total	Statistical Test
			Agree	Disagree		
Professional Status	Media Policy Makers	F	09	21	30	CC=0.164; P=0.361
		%	30.0	70.0	100	

	Media Professionals	F	10	52	62	CC=0.040; P=0.667	
		%	16.13	83.87	100		
	Media Scholars	F	11	17	28		
		%	39.29	60.71	100		
	Intellectuals	F	10	33	43		
		%	23.26	76.74	100		
	Economic Status	High Income Group	F	13	36		49
			%	26.53	73.47		100
Middle Income Group		F	18	65	83		
	%	21.69	78.31	100			
	Low Income Group	F	09	22	31		
		%	29.03	70.97	100		
Total		F	40	123	163	$\chi^2=1.324$ P=0.516	
		%	24.54	75.46	100		

CC= Contingency co-efficient and χ^2 =Pearson's Chi Square co-efficient.

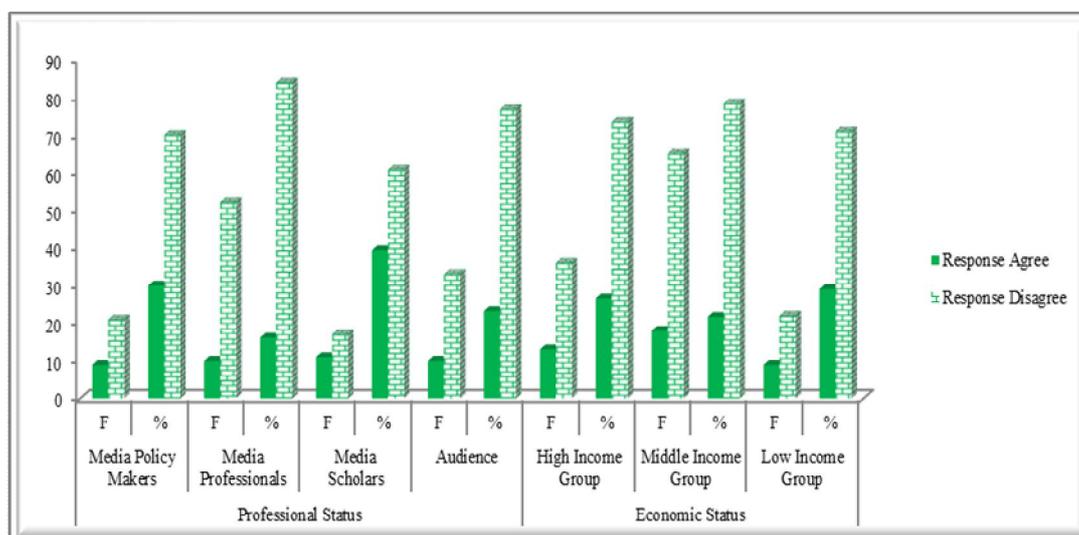


Figure 4.5.1: 'The process of globalization has facilitated the adoption of editorial principles in accordance with the constitutional obligations and professional norms'.

Table No. 4.5.1 provides the opinion of the respondents about the statement –'The process of globalization has facilitated the adoption of editorial principles in accordance with the constitutional obligations and professional norms'. A majority of the respondents representing media policy makers (70.0%), media professionals (83.87%), media scholars (60.71%) and intellectuals (76.74%), have stated that the process of globalization had not facilitated the adoption of editorial principles in accordance with the constitutional obligations and professional norms. There is non-significant association (CC=0.164; P=0.361) between the professional status of the respondents and non-adherence to constitutional obligations and professional norms by the electronic media. A majority of the respondents representing the category of high income group (73.47%), middle income group (78.31%) and low income group (70.97%) have stated that the process of globalization had not facilitated the adoption of editorial principles in accordance with the constitutional obligations and professional norms. There is non-significant association (CC=0.040; P=0.667) between the income groups and non-adherence to constitutional obligations and professional norms by the electronic media. A majority of the respondents (75.46%) regardless of professional and income status have stated that the process of globalization had not facilitated the adoption of editorial principles in accordance with the constitutional obligations and professional norms. There is non-significant association ($\chi^2=1.324$; P=0.516) between the demographic features of the respondents and impact of globalization on electronic media in India.

Table No.4.5.2 Statement: ‘The process of globalization has facilitated the delivery of broadcasting services based on the professional ethics and moral values in India’.

Independent Variable			Response		Total	Statistical Test
			Agree	Disagree		
Professional Status	Media Policy Makers	F	10	20	30	CC=0.127; P=0.273
		%	33.33	66.67	100	
	Media Professionals	F	15	47	62	
		%	24.19	75.81	100	
	Media Scholars	F	10	18	28	
		%	35.71	64.29	100	
	Intellectuals	F	09	34	43	
		%	20.93	79.07	100	
Economic Status	High Income Group	F	13	36	49	CC=0.246; P=0.026
		%	26.53	73.47	100	
	Middle Income Group	F	22	61	83	
		%	26.51	73.49	100	
	Low Income Group	F	09	22	31	
		%	29.03	70.97	100	
Total		F	44	119	163	$\chi^2=0.462$
		%	26.99	73.01	100	P=0.794

CC= Contingency co-efficient and χ^2 =Pearson’s Chi Square co-efficient.

Table No. 4.5.2 provides the opinion of the respondents about the statement –‘The process of globalization has facilitated the delivery of broadcasting services based on the professional ethics and moral values in India’. A majority of the respondents representing media policy makers (66.67%), media professionals (75.81%), media scholars (64.29%) and intellectuals (79.07%), have stated that the process of globalization had not facilitated the delivery of broadcasting services based on the professional ethics and moral values in India. There is non-significant association (CC=0.127; P=0.273) between the professional status of the respondents and non-compliance with the professional ethics and moral values in the electronic media. A majority of the respondents representing the category of high income group (73.47%), middle income group (73.49%) and low income group (70.97%) have stated that the process of globalization had not facilitated the delivery of broadcasting services based on the professional ethics and moral values in India. There is significant association (CC=0.246; P=0.026) between the income groups and non-compliance with the professional ethics and moral values in the electronic media. A majority of the respondents (73.01%) regardless of professional and income status have stated that the process of globalization had not facilitated the delivery of broadcasting services based on the professional ethics and moral values in India. There is non-significant association ($\chi^2=0.462$; P=0.794) between the demographic features of the respondents and impact of globalization on electronic media in India.

Table No.4.5.3 Statement: ‘The process of globalization has facilitated the protection of public interest in electronic media’.

Independent Variable			Response		Total	Statistical Test
			Agree	Disagree		
Professional Status	Media Policy Makers	F	09	21	30	CC=0.105; P=0.434
		%	30.0	70.0	100	
	Media Professionals	F	10	52	62	
		%	16.13	83.87	100	
	Media Scholars	F	09	19	28	
		%	32.14	67.86	100	
	Intellectuals	F	10	33	43	

		%	23.26	76.74	100	
Economic Status	High Income Group	F	13	36	49	CC=0.214; P=0.0151
		%	26.53	73.47	100	
	Middle Income Group	F	16	67	83	
		%	19.28	80.72	100	
	Low Income Group	F	09	22	31	
		%	29.03	70.97	100	
Total		F	38	125	163	$\chi^2=0.430$
		%	23.31	76.69	100	P=0.807

CC= Contingency co-efficient and χ^2 =Pearson’s Chi Square co-efficient.

Table No. 4.5.3 provides the opinion of the respondents about the statement –‘The process of globalization has facilitated the broadcasting policy makers and professionals to protect the public interest in India’. A majority of the respondents representing media policy makers (70.0%), media professionals (83.87%), media scholars (67.86%) and intellectuals (76.74%), have stated that the process of globalization had not facilitated the broadcasting policy makers and professionals to protect the public interest in India. There is non-significant association (CC=0.105; P=0.434) between the professional status of the respondents and failure to protect public interest by the electronic media. A majority of the respondents representing the category of high income group (73.47%), middle income group (80.72%) and low income group (70.97%) have stated that the process of globalization had not facilitated the broadcasting policy makers and professionals to protect the public interest in India. There is non-significant association (CC=0.214; P=0.151) between the income groups and failure to protect public interest by the electronic media. A majority of the respondents (76.69%) regardless of professional and income status have stated that the process of globalization had not facilitated the broadcasting policy makers and professionals to protect the public interest in India. There is non-significant association ($\chi^2=0.430$; P=0.807) between the demographic features of the respondents and impact of globalization on electronic media in India.

Table No.4.5.4 Statement: ‘The process of globalization has facilitated the prevention of manipulation of news in India’.

Independent Variable		Response		Total	Statistical Test	
		Agree	Disagree			
Professional Status	Media Policy Makers	F	06	24	CC=0.233; P=0.642	
		%	20.0	80.0		100
	Media Professionals	F	15	47		62
		%	24.19	75.81		100
	Media Scholars	F	06	22		28
		%	21.43	78.57		100
Intellectuals	F	07	36	43		
	%	16.28	83.72	100		
Economic Status	High Income Group	F	13	36	CC=0.076; P=0.598	
		%	26.53	73.47		100
	Middle Income Group	F	10	73		83
		%	12.05	87.95		100
	Low Income Group	F	09	22		31
		%	29.03	70.97		100
Total		F	32	131	$\chi^2=0.523$	
		%	19.63	80.37	100	P=0.770

CC= Contingency co-efficient and χ^2 =Pearson’s Chi Square co-efficient.

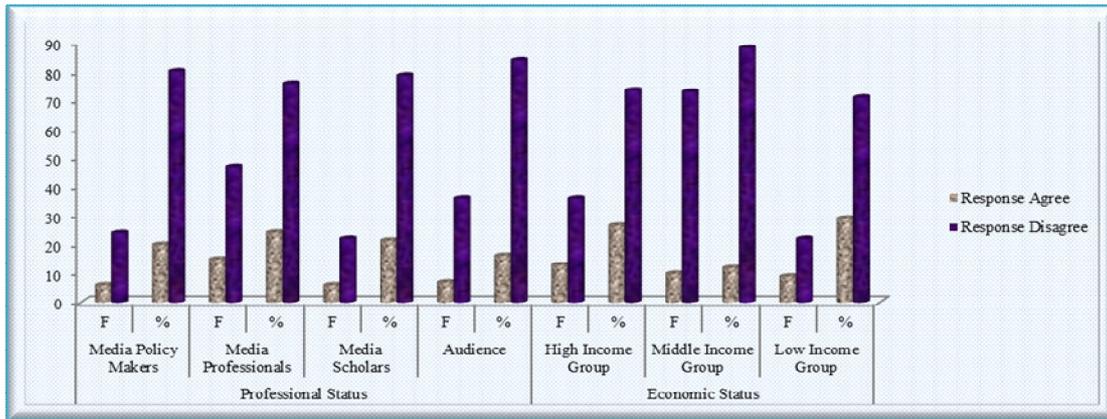


Figure 4.5.4: ‘The process of globalization has facilitated the prevention of manipulation of news in India’.

Table No. 4.5.4 provides the opinion of the respondents about the statement –‘The process of globalization has facilitated the prevention of manipulation of news in India’. A majority of the respondents representing media policy makers (80.0%), media professionals (75.81%), media scholars (78.57%) and intellectuals (83.72%), have stated that the process of globalization had not facilitated the prevention of manipulation of news in India. There is non-significant association (CC=0.233; P=0.642) between the professional status of the respondents and non-prevention of manipulation of news by the electronic media. A majority of the respondents representing the category of high income group (73.47%), middle income group (87.95%) and low income group (70.97%) have stated that the process of globalization had not facilitated the prevention of manipulation of news in India. There is non-significant association (CC=0.076; P=0.598) between the income groups and non-prevention of manipulation of news by the electronic media. A majority of the respondents (80.37%) regardless of professional and income status have stated that the process of globalization had not facilitated the prevention of manipulation of news in India. There is non-significant association ($\chi^2=.523$; P=0.770) between the demographic features of the respondents and impact of globalization on electronic media in India.

Table No.4.5.5 Statement: ‘The process of globalization has facilitated the prevention of heavy use of stereotypes in India’.

Independent Variable		Response		Total	Statistical Test
		Agree	Disagree		
Professional Status	Media Policy Makers	F	07	23	CC=0.165; P=0.295
		%	23.33	76.67	
	Media Professionals	F	13	49	
		%	20.97	79.03	
	Media Scholars	F	08	20	
		%	28.57	71.43	
Intellectuals	F	09	34		
	%	20.93	79.07		
Economic Status	High Income Group	F	12	37	CC=0.171; P=0.726
		%	24.49	75.51	
	Middle Income Group	F	16	67	
		%	19.28	80.72	
	Low Income Group	F	09	22	
		%	29.03	70.97	
Total		F	37	126	$\chi^2=0.401$ P=0.818
		%	22.70	77.30	

CC= Contingency co-efficient and χ^2 =Pearson’s Chi Square co-efficient.

Table No. 4.5.5 provides the opinion of the respondents about the statement –‘The process of globalization has facilitated the prevention of heavy use of stereotypes in India’. A majority of the respondents representing media policy makers (76.67%), media professionals (79.03%), media scholars (71.43%) and intellectuals (79.07%), have stated that the process of globalization had not facilitated the prevention of heavy use of stereotypes in India. There is non-significant association (CC=0.165; P=0.295) between the professional status of the respondents and prevention of heavy use of stereotypes in electronic media. A majority of the respondents representing the category of high income group (75.51%), middle income group (80.72%) and low income group (70.97%) have stated that the process of globalization had not facilitated the prevention of heavy use of stereotypes in India. There is non-significant association (CC=0.171; P=0.726) between the income groups and prevention of heavy use of stereotypes in electronic media. A majority of the respondents (77.30%) regardless of professional and income status have stated that the process of globalization had not facilitated the prevention of heavy use of stereotypes in India. There is non-significant association ($\chi^2=.401$; P=0.818) between the demographic features of the respondents and impact of globalization on electronic media in India.

Table No.4.5.6 Statement: ‘The process of globalization has facilitated the delivery of constructive services in India’.

Independent Variable			Response		Total	Statistical Test
			Agree	Disagree		
Professional Status	Media Policy Makers	F	06	24	30	CC=0.160; P=0.596
		%	20.0	80.0	100	
	Media Professionals	F	11	51	62	
		%	17.74	82.26	100	
	Media Scholars	F	06	22	28	
		%	21.43	78.57	100	
Intellectuals	F	07	36	43		
	%	16.28	83.72	100		
Economic Status	High Income Group	F	13	36	49	CC=0.033; P=0.905
		%	26.53	73.47	100	
	Middle Income Group	F	10	73	83	
		%	12.05	87.95	100	
	Low Income Group	F	06	25	31	
		%	19.35	80.65	100	
Total		F	30	133	163	$\chi^2 = 0.998$ P=0.607
		%	18.41	81.59	100	

CC= Contingency co-efficient and χ^2 =Pearson’s Chi Square co-efficient.

Table No. 4.5.6 provides the opinion of the respondents about the statement –‘The process of globalization has facilitated the delivery of constructive services in India’. A majority of the respondents representing media policy makers (80.0%), media professionals (82.26%), media scholars (78.57%) and intellectuals (83.72%), have stated that the process of globalization had not facilitated the delivery of constructive services in India. There is non-significant association (CC=0.160; P=0.596) between the professional status of the respondents and non-delivery of constructive broadcasting services. A majority of the respondents representing the category of high income group (73.47%), middle income group (87.95%) and low income group (80.65%) have stated that the process of globalization had not facilitated the delivery of constructive services in India. There is non-significant association (CC=0.033; P=0.905) between the income groups and non-delivery of constructive broadcasting services. A majority of the respondents (81.59%) regardless of professional and income status have stated that the process of globalization had not facilitated the delivery of constructive services in India. There is non-significant association ($\chi^2=.998$; P=0.607) between the demographic features of the respondents and impact of globalization on electronic media in India.

Table No.4.5.7 Statement: ‘The process of globalization has facilitated the maintenance of editorial integrity and independence in India’.

Independent Variable		Response		Total	Statistical Test	
		Agree	Disagree			
Professional Status	Media Policy Makers	F	05	25	CC=0.214; P=0.0768	
		%	16.67	83.33		100
	Media Professionals	F	14	48		62
		%	22.58	77.42		100
	Media Scholars	F	07	21		28
		%	25.0	75.0		100
	Intellectuals	F	09	34		43
		%	20.93	79.07		100
Economic Status	High Income Group	F	12	37	CC=0.090; P=0.430	
		%	24.49	75.51		100
	Middle Income Group	F	14	69		83
		%	16.87	83.13		100
	Low Income Group	F	09	22		31
		%	29.03	70.97		100
Total		F	35	128	$\chi^2=0.125$ P=0.939	
		%	21.47	78.53	100	

CC= Contingency co-efficient and χ^2 =Pearson’s Chi Square co-efficient.

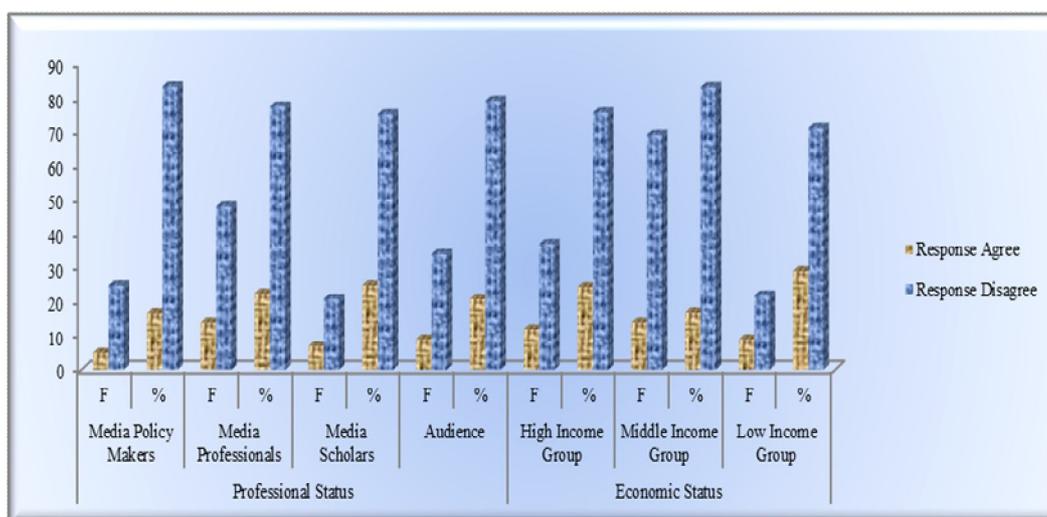


Figure 4.5.7: ‘The process of globalization has facilitated the maintenance of editorial integrity and independence in India’.

Table No. 4.5.7 provides the opinion of the respondents about the statement –‘The process of globalization has facilitated the maintenance of editorial integrity and independence in India’. A majority of the respondents representing media policy makers (83.33%), media professionals (77.42%), media scholars (75.0%) and intellectuals (79.07%), have stated that the process of globalization had not facilitated the maintenance of editorial integrity and independence in India. There is non-significant association (CC=0.214; P=0.768) between the professional status of the respondents and improper maintenance of editorial integrity and independence in electronic media. A majority of the respondents representing the category of high income group (75.51%), middle income group (83.13%) and low income group (70.97%) have stated that the process of globalization had not facilitated the maintenance of editorial integrity and independence in India. There is non-significant association (CC=0.090; P=0.430) between the income groups and improper maintenance of editorial integrity and independence in electronic media. A majority of the respondents (78.53%) regardless of professional and income status have stated that the process of globalization had not facilitated the maintenance of editorial integrity and independence in India. There is

non-significant association ($\chi^2=0.125$; $P=0.939$) between the demographic features of the respondents and impact of globalization on electronic media in India.

Table No.4.5.8 Statement: ‘The process of globalization has facilitated the control of display of pornographic materials in India’.

Independent Variable		Response		Total	Statistical Test	
		Agree	Disagree			
Professional Status	Media Policy Makers	F	23	07	30	CC=0.282; P=0.0193
		%	76.67	23.33	100	
	Media Professionals	F	38	24	62	
		%	61.29	38.71	100	
	Media Scholars	F	22	06	28	
		%	78.57	21.43	100	
	Intellectuals	F	33	10	43	
		%	76.74	23.26	100	
Economic Status	High Income Group	F	35	14	49	CC=0.248; P=0.023
		%	71.43	28.57	100	
	Middle Income Group	F	61	22	83	
		%	73.49	26.51	100	
	Low Income Group	F	22	09	31	
		%	70.97	29.03	100	
Total		F	118	45	163	$\chi^2=0.611$ P=.737
		%	72.39	27.61	100	

CC= Contingency co-efficient and χ^2 =Pearson’s Chi Square co-efficient.

Table No. 4.5.8 provides the opinion of the respondents about the statement –‘The process of globalization has facilitated the control of display of pornographic materials in India’. A majority of the respondents representing media policy makers (76.67%), media professionals (61.29%), media scholars (78.57%) and intellectuals (76.74%), have stated that the process of globalization had facilitated the control of display of pornographic materials in India. There is non-significant association (CC=0.282; P=0.193) between the professional status of the respondents and control of the display of pornographic materials in electronic media. A majority of the respondents representing the category of high income group (71.43%), middle income group (73.49%) and low income group (70.97%) have stated that the process of globalization had facilitated the control of display of pornographic materials in India. There is significant association (CC=0.248; P=0.023) between the income groups and control of the display of pornographic materials in electronic media. A majority of the respondents (72.39%) regardless of professional and income status have stated that the process of globalization had facilitated the control of display of pornographic materials in India. There is non-significant association ($\chi^2=.611$; $P=0.737$) between the demographic features of the respondents and impact of globalization on electronic media in India.

Table No.4.5.9 Statement: ‘The process of globalization has facilitated the functioning of electronic media as trustees of people in India’.

Independent Variable		Response		Total	Statistical Test	
		Agree	Disagree			
Professional Status	Media Policy Makers	F	07	23	30	CC=0.120; P=0.326
		%	23.33	76.67	100	
	Media Professionals	F	09	53	62	
		%	14.52	85.48	100	
	Media Scholars	F	07	21	28	
		%	25.0	75.0	100	
	Intellectuals	F	08	35	43	
		%	18.60	81.40	100	
Economic	High Income Group	F	13	36	49	CC=0.152;

Status	Middle Income Group	F	26.53	73.47	100	P=0.176
		%	11	72	83	
	Low Income Group	F	13.25	86.75	100	
		%	06	25	31	
Total		F	19.35	80.65	100	$\chi^2=1.107$
		%	31	132	163	
			19.02	80.98	100	P=.575

CC= Contingency co-efficient and χ^2 =Pearson’s Chi Square co-efficient.

Table No. 4.5.9 provides the opinion of the respondents about the statement –‘The process of globalization has facilitated the functioning of electronic media as trustees of people in India’. A majority of the respondents representing media policy makers (76.67%), media professionals (85.48%), media scholars (75.0%) and intellectuals (81.40%), have stated that the process of globalization had not facilitated the functioning of electronic media as trustees of people in India. There is non-significant association (CC=0.120; P=0.326) between the professional status of the respondents and failure to function as trustees of people in electronic media. A majority of the respondents representing the category of high income group (73.47%), middle income group (86.75%) and low income group (80.65%) have stated that the process of globalization had not facilitated the functioning of electronic media as trustees of people in India. There is non-significant association (CC=0.152; P=0.176) between the income groups and failure to function as trustees of people in electronic media. A majority of the respondents (80.98%) regardless of professional and income status have stated that the process of globalization had not facilitated the functioning of electronic media as trustees of people in India. There is non-significant association ($\chi^2=1.107$; P=0.575) between the demographic features of the respondents and impact of globalization on electronic media in India.

Table No.4.5.10 Statement: ‘The process of globalization has facilitated the maintenance of professional accountability of electronic media in India’.

Independent Variable		Response		Total	Statistical Test
		Agree	Disagree		
Professional Status	Media Policy Makers	F	08	22	CC=0.188; P=0.375
		%	26.67	73.33	
	Media Professionals	F	20	42	
		%	32.26	67.74	
	Media Scholars	F	08	20	
		%	28.57	71.43	
Intellectuals	F	09	34		
	%	20.93	79.07		
Economic Status	High Income Group	F	14	35	CC=0.072; P=0.302
		%	28.57	71.43	
	Middle Income Group	F	30	53	
		%	36.14	63.86	
	Low Income Group	F	09	22	
		%	29.03	70.97	
Total	F	53	110	$\chi^2=0.975$	
	%	32.52	67.48		

CC= Contingency co-efficient and χ^2 =Pearson’s Chi Square co-efficient.

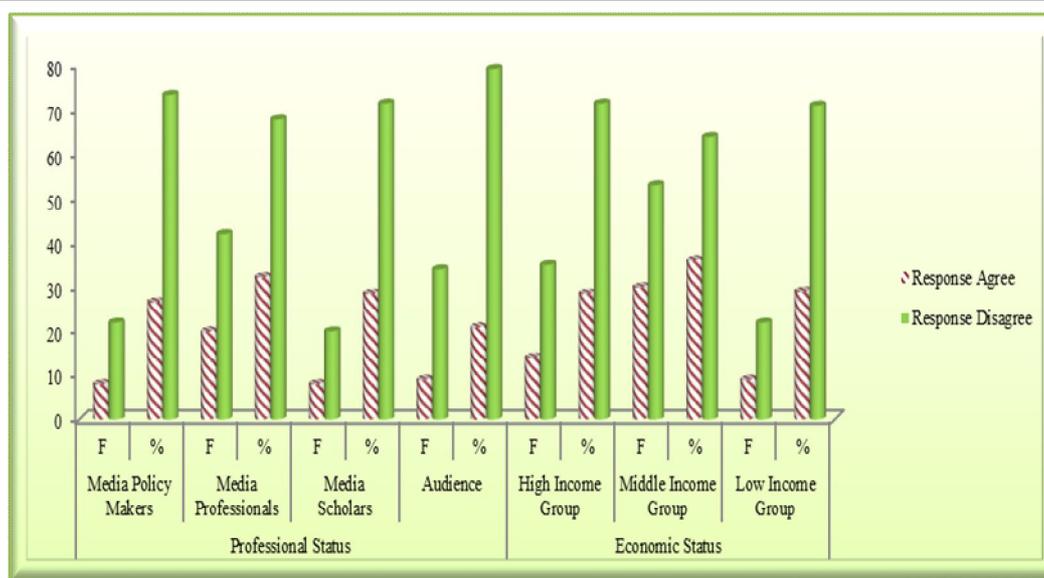


Figure 4.5.10: ‘The process of globalization has facilitated the maintenance of professional accountability of electronic media in India’.

Table No. 4.5.10 provides the opinion of the respondents about the statement – ‘The process of globalization has facilitated the maintenance of professional accountability of electronic media in India’. A majority of the respondents representing media policy makers (73.33%), media professionals (67.74%), media scholars (71.43%) and intellectuals (79.07%), have stated that the process of globalization had not facilitated the maintenance of professional accountability of electronic media in India. There is non-significant association (CC=0.188; P=0.375) between the professional status of the respondents and improper maintenance of professional accountability by the electronic media. A majority of the respondents representing the category of high income group (71.43%), middle income group (63.86%) and low income group (70.97%) have stated that the process of globalization had not facilitated the maintenance of professional accountability of electronic media in India. There is non-significant association (CC=0.072; P=0.302) between the income groups and improper maintenance of professional accountability by the electronic media. A majority of the respondents (67.48%) regardless of professional and income status have stated that process of globalization had not facilitated the maintenance of professional accountability of electronic media in India. There is non-significant association ($\chi^2=.975$; P=0.614) between the demographic features of the respondents and impact of globalization on electronic media in India.

Table No.4.5.11 Statement: ‘The process of globalization has facilitated the adherence of electronic media to the high standards of public service and integrity in India’.

Independent Variable		Response		Total	Statistical Test
		Agree	Disagree		
Professional Status	Media Policy Makers	F	07	23	CC=0.195; P=0.398
		%	23.33	76.67	
	Media Professionals	F	09	53	
		%	14.52	85.48	
	Media Scholars	F	07	21	
		%	25.0	75.0	
Intellectuals	F	08	35		
	%	18.60	81.40		
Economic Status	High Income Group	F	06	43	CC=0.212; P=0.0162
		%	12.24	87.76	
	Middle Income Group	F	10	73	
		%	12.05	87.95	
	Low Income	F	06	25	
		%	19.35	80.65	

	Group	%	19.35	80.65	100	
Total	F		23	140	163	$\chi^2=0.652$
	%		14.11	85.89	100	P=0.722

CC= Contingency co-efficient and χ^2 =Pearson's Chi Square co-efficient.

Table No. 4.5.11 provides the opinion of the respondents about the statement –‘The process of globalization has facilitated the adherence of electronic media to the high standards of public service and integrity in India’. A majority of the respondents representing media policy makers (76.67%), media professionals (85.48%), media scholars (75.0%) and intellectuals (81.40%), have stated that the process of globalization had not facilitated the adherence of electronic media to the high standards of public service and integrity in India. There is non-significant association (CC=0.195; P=0.398) between the professional status of the respondents and absence of high standards of public service and integrity in electronic media. A majority of the respondents representing the category of high income group (87.76%), middle income group (87.95%) and low income group (80.65%) have stated that the process of globalization had not facilitated the adherence of electronic media to the high standards of public service and integrity in India. There is non-significant association (CC=0.212; P=0.162) between the income groups and absence of high standards of public service and integrity in electronic media. A majority of the respondents (85.89%) regardless of professional and income status have stated that the process of globalization had not facilitated the adherence of electronic media to the high standards of public service and integrity in India. There is non-significant association ($\chi^2=0.652$; P=0.722) between the demographic features of the respondents and impact of globalization on electronic media in India.

Table No.4.5.12 Statement: ‘The process of globalization has facilitated the prevention of unfair presentation of news and views in electronic media in India’.

Independent Variable		Response		Total	Statistical Test	
		Agree	Disagree			
Professional Status	Media Policy Makers	F	06	24	30	CC=0.218; P=0.881
		%	20.0	80.0	100	
	Media Professionals	F	11	51	62	
		%	17.74	82.26	100	
	Media Scholars	F	06	22	28	
		%	21.43	78.57	100	
Intellectuals	F	04	39	43		
	%	9.30	90.70	100		
Economic Status	High Income Group	F	06	43	49	CC=0.047; P=0.256
		%	12.24	87.76	100	
	Middle Income Group	F	14	69	83	
		%	16.87	83.13	100	
	Low Income Group	F	06	25	31	
		%	19.35	80.65	100	
Total	F	27	136	163	$\chi^2=0.733$	
	%	16.56	83.44	100	P=0.693	

CC= Contingency co-efficient and χ^2 =Pearson's Chi Square co-efficient.

Table No. 4.5.12 provides the opinion of the respondents about the statement –‘The process of globalization has facilitated the prevention of unfair presentation of news and views in electronic media in India’. A majority of the respondents representing media policy makers (80.0%), media professionals (82.26%), media scholars (78.57%) and intellectuals (90.70%), have stated that the process of globalization had not facilitated the prevention of unfair presentation of news and views in electronic media in India. There is non-significant association (CC=0.218; P=0.881) between the professional status of the respondents and absence of fair presentation of news and views in electronic media. A majority of the respondents representing the category of high income group (87.76%), middle income group (83.13%) and low income group (80.65%) have stated that the process of globalization had not facilitated the prevention of unfair presentation of news and views in

electronic media in India. There is non-significant association ($CC=0.047$; $P=0.256$) between the income groups and absence of fair presentation of news and views in electronic media. A majority of the respondents (83.44%) regardless of professional and income status have stated that the process of globalization had not facilitated the prevention of unfair presentation of news and views in electronic media in India. There is non-significant association ($\chi^2=.733$; $P=0.693$) between the demographic features of the respondents and impact of globalization on electronic media in India.

Table No.4.5.13 Statement: ‘The process of globalization has facilitated the broadcasting of healthy genre of news and advertisements in India’.

Independent Variable			Response		Total	Statistical Test
			Agree	Disagree		
Professional Status	Media Policy Makers	F	06	24	30	CC=0.138; P=0.490
		%	20.0	80.0	100	
	Media Professionals	F	14	48	62	
		%	22.58	77.42	100	
	Media Scholars	F	06	22	28	
		%	21.43	78.52	100	
Intellectuals	F	11	32	43		
	%	25.58	74.42	100		
Economic Status	High Income Group	F	12	37	49	CC=0.008; P=0.950
		%	24.49	75.51	100	
	Middle Income Group	F	16	67	83	
		%	19.28	80.72	100	
	Low Income Group	F	09	22	31	
		%	29.03	70.97	100	
Total		F	37	126	163	$\chi^2= 0.110$ P=0.947
		%	22.70	77.30	100	

CC= Contingency co-efficient and χ^2 =Pearson’s Chi Square co-efficient.

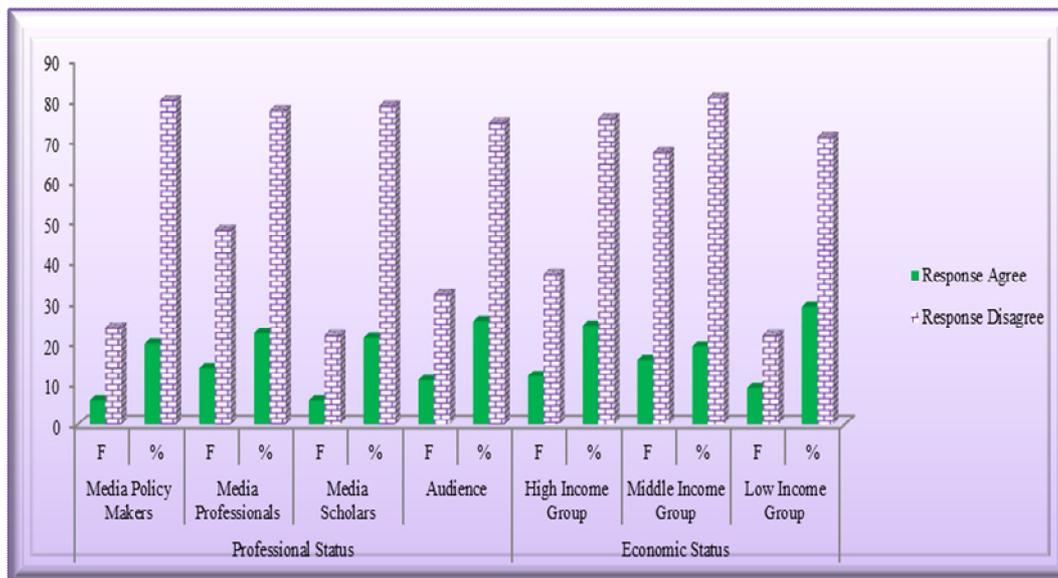


Figure 4.5.13: ‘The process of globalization has facilitated the broadcasting of healthy genre of news and advertisements in India’.

Table No. 4.5.13 provides the opinion of the respondents about the statement –‘The process of globalization has facilitated the broadcasting of healthy genre of news and advertisements in India’. A majority of the respondents representing media policy makers (80.0%), media professionals (77.42%), media scholars (78.52%) and intellectuals (76.74%), have stated that the process of globalization had not facilitated the

broadcasting of healthy genre of news and advertisements in India. There is non-significant association (CC=0.138; P=0.490) between the professional status of the respondents and absence of healthy genre of news and advertisements in electronic media. A majority of the respondents representing the category of high income group (75.51%), middle income group (80.72%) and low income group (70.97%) have stated that the process of globalization had not facilitated the broadcasting of healthy genre of news and advertisements in India. There is non-significant association (CC=0.008; P=0.950) between the income groups and absence of healthy genre of news and advertisements in electronic media. A majority of the respondents (77.30%) regardless of professional and income status have stated that process of globalization had not facilitated the broadcasting of healthy genre of news and advertisements in India. There is non-significant association ($\chi^2=.110$; P=0.947) between the demographic features of the respondents and impact of globalization on electronic media in India.

Table No.4.5.14 Statement: ‘The process of globalization has facilitated the delivery of balanced and responsible broadcasting services in India’.

Independent Variable			Response		Total	Statistical Test
			Agree	Disagree		
Professional Status	Media Policy Makers	F	04	26	30	CC=0.110; P=0.907
		%	13.33	86.67	100	
	Media Professionals	F	11	51	62	
		%	17.74	82.26	100	
	Media Scholars	F	06	22	28	
		%	21.43	78.57	100	
Intellectuals	F	04	39	43		
	%	9.30	90.70	100		
Economic Status	High Income Group	F	06	43	49	CC=0.118; P=0.284
		%	12.24	87.76	100	
	Middle Income Group	F	12	71	83	
		%	14.46	85.54	100	
	Low Income Group	F	06	25	31	
		%	19.35	80.65	100	
Total		F	25	138	163	$\chi^2=0.625$ P=0.732
		%	15.34	84.66	100	

CC= Contingency co-efficient and χ^2 =Pearson’s Chi Square co-efficient.

Table No. 4.5.14 provides the opinion of the respondents about the statement –‘The process of globalization has facilitated the delivery of balanced and responsible broadcasting services in India’. A majority of the respondents representing media policy makers (86.67%), media professionals (82.26%), media scholars (78.57%) and intellectuals (90.70%), have stated that the process of globalization had not facilitated the delivery of balanced and responsible broadcasting services in India. There is non-significant association (CC=0.110; P=0.907) between the professional status of the respondents and absence of balanced and responsible broadcasting services. A majority of the respondents representing the category of high income group (87.76%), middle income group (85.54%) and low income group (80.65%) have stated that the process of globalization had not facilitated the delivery of balanced and responsible broadcasting services in India. There is non-significant association (CC=0.118; P=0.284) between the income groups and absence of balanced and responsible broadcasting services. A majority of the respondents (84.66%) regardless of professional and income status have stated that the process of globalization had not facilitated the delivery of balanced and responsible broadcasting services in India. There is non-significant association ($\chi^2=.625$; P=0.732) between the demographic features of the respondents and impact of globalization on electronic media in India.

Table No.4.5.15 Statement: ‘The process of globalization has facilitated the prevention of glorification of crime and violence in electronic media in India’.

Independent Variable			Response		Total	Statistical Test
			Agree	Disagree		
Professional Status	Media Policy Makers	F	04	26	30	CC=0.167; P=0.286
		%	13.33	86.67	100	
	Media Professionals	F	05	57	62	
		%	8.06	91.94	100	
	Media Scholars	F	06	22	28	
		%	21.43	78.57	100	
Intellectuals	F	06	37	43		
	%	13.95	86.05	100		
Economic Status	High Income Group	F	06	43	49	CC=0.158; P=0.105
		%	12.24	87.76	100	
	Middle Income Group	F	08	75	83	
		%	9.64	90.36	100	
	Low Income Group	F	06	25	31	
		%	19.35	80.65	100	
Total		F	21	142	163	$\chi^2=0.572$ P=.751
		%	12.88	87.12	100	

CC= Contingency co-efficient and χ^2 =Pearson’s Chi Square co-efficient.

Table No. 4.5.15 provides the opinion of the respondents about the statement –‘The process of globalization has facilitated the prevention of glorification of crime and violence in electronic media in India’. A majority of the respondents representing media policy makers (86.67%), media professionals (91.94%), media scholars (78.57%) and intellectuals (86.05%), have stated that the process of globalization had not facilitated the prevention of glorification of crime and violence in electronic media in India. There is non-significant association (CC=0.167; P=0.286) between the professional status of the respondents and adoption of editorial principles for the benefit of market forces. A majority of the respondents representing the category of high income group (87.76%), middle income group (90.36%) and low income group (80.65%) have stated that the process of globalization had not facilitated the prevention of glorification of crime and violence in electronic media in India. There is non-significant association (CC=0.158; P=0.105) between the income groups and adoption of editorial principles for the benefit of market forces. A majority of the respondents (87.12%) regardless of professional and income status have stated that the process of globalization had not facilitated the prevention of glorification of crime and violence in electronic media in India. There is non-significant association ($\chi^2=0.572$; P=.751) between the demographic features of the respondents and impact of globalization on electronic media in India.

4.5.16 Statement: ‘The process of globalization has facilitated the prevention of broadcasting of prejudicial or inflammatory visuals and contents in India’.

Independent Variable			Response		Total	Statistical Test
			Agree	Disagree		
Professional Status	Media Policy Makers	F	09	21	30	CC=0.069; P=0.601
		%	30.0	70.0	100	
	Media Professionals	F	15	47	62	
		%	24.19	75.81	100	
	Media Scholars	F	11	17	28	
		%	39.29	60.71	100	
Intellectuals	F	10	33	43		
	%	23.26	76.74	100		
Economic Status	High Income Group	F	14	35	49	CC=0.191; P=0.582
		%	28.57	71.43	100	
	Middle	F	22	61	83	

	Income Group	%	26.51	73.49	100	
	Low Income Group	F	09	22	31	
		%	29.03	70.97	100	
Total		F	45	118	163	$\chi^2=0.085$; P=0.325
		%	27.61	72.39	100	

CC= Contingency co-efficient and χ^2 =Pearson's Chi Square co-efficient.

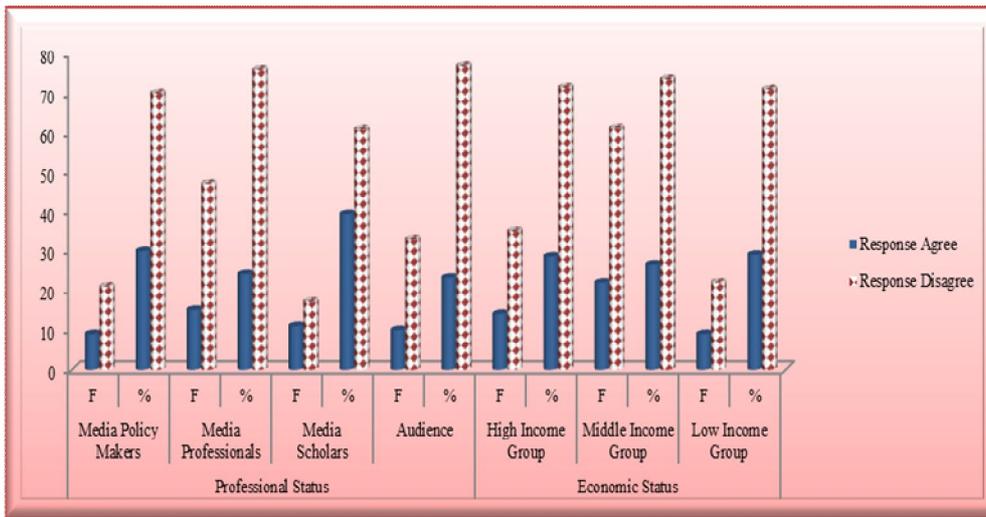


Figure 4.5.16: ‘The process of globalization has facilitated the prevention of broadcasting of prejudicial or inflammatory visuals and contents in India’.

Table No. 4.5.16 provides the opinion of the respondents about the statement –‘The process of globalization has facilitated the prevention of broadcasting of prejudicial or inflammatory visuals and contents in India’. A majority of the respondents representing media policy makers (70.0%), media professionals (75.81%), media scholars (60.71%) and intellectuals (76.74%), have stated that process of globalization had not facilitated the prevention of broadcasting of prejudicial or inflammatory visuals and contents in India. There is non-significant association (CC=0.069; P=0.601) between the professional status of the respondents and prevention of prejudicial or inflammatory visuals and contents in electronic media. A majority of the respondents representing the category of high income group (71.43%), middle income group (73.49%) and low income group (70.97%) have stated that the process of globalization had not facilitated the prevention of broadcasting of prejudicial or inflammatory visuals and contents in India. There is non-significant association (CC=0.191; P=0.582) between the income groups and prevention of prejudicial or inflammatory visuals and contents in electronic media. A majority of the respondents (72.39%) regardless of professional and income status have stated that the process of globalization had not facilitated the prevention of broadcasting of prejudicial or inflammatory visuals and contents in India. There is non-significant association ($\chi^2=0.085$; P=0.325) between the demographic features of the respondents and impact of globalization on electronic media in India.

4.5.17 Statement: ‘The process of globalization has facilitated the prevention of intimidation against women and children in electronic media in India’.

Independent Variable		Response			Total	Statistical Test
		Agree	Disagree			
Professional Status	Media Policy Makers	F	06	24	30	CC=0.246; P=0.0814
		%	20.0	80.0	100	
	Media Professionals	F	15	47	62	
		%	24.19	75.81	100	
	Media Scholars	F	06	22	28	
		%	21.43	78.57	100	

	Intellectuals	F	07	36	43	
		%	16.28	83.72	100	
Economic Status	High Income Group	F	12	37	49	CC=0.085; P=0.313
		%	24.49	75.51	100	
	Middle Income Group	F	13	70	83	
		%	15.66	84.34	100	
	Low Income Group	F	09	22	31	
		%	29.03	70.97	100	
Total		F	34	129	163	$\chi^2=0.128$; P=0.322
		%	20.86	79.14	100	

CC= Contingency co-efficient and χ^2 =Pearson’s Chi Square co-efficient.

Table No. 4.5.17 provides the opinion of the respondents about the statement –‘The process of globalization has facilitated the prevention of intimidation against women and children in electronic media in India’. A majority of the respondents representing media policy makers (80.0%), media professionals (75.81%), media scholars (78.57%) and intellectuals (83.72%), have stated that the process of globalization had not facilitated the prevention of intimidation against women and children in electronic media in India. There is non-significant association (CC=0.246; P=0.814) between the professional status of the respondents and non-prevention of intimidation against women and children in electronic media. A majority of the respondents representing the category of high income group (75.51%), middle income group (84.34%) and low income group (70.97%) have stated that the process of globalization had not facilitated the prevention of intimidation against women and children in electronic media in India. There is non-significant association (CC=0.085; P=0.313) between the income groups and non-prevention of intimidation against women and children in electronic media. A majority of the respondents (79.14%) regardless of professional and income status have stated that the process of globalization had not facilitated the prevention of intimidation against women and children in electronic media in India. There is non-significant association ($\chi^2=0.128$; P=0.322) between the demographic features of the respondents and impact of globalization on electronic media in India.

4.5.18 Statement: ‘The process of globalization has facilitated the broadcasting of pro-secessionist groups and interest service in India’.

Independent Variable		Response			Total	Statistical Test
		Agree	Disagree			
Professional Status	Media Policy Makers	F	26	04	30	CC=0.186; P=0.925
		%	86.67	13.33	100	
	Media Professionals	F	55	07	62	
		%	88.71	11.29	100	
	Media Scholars	F	24	04	28	
		%	85.71	14.29	100	
Intellectuals	F	39	04	43		
	%	90.70	9.30	100		
Economic Status	High Income Group	F	43	06	49	CC=0.208; P=0.0192
		%	87.76	12.24	100	
	Middle Income Group	F	75	08	83	
		%	90.36	9.64	100	
	Low Income Group	F	25	06	31	
		%	80.65	19.35	100	
Total		F	142	21	163	$\chi^2=0.136$; P=0.566
		%	87.12	12.88	00	

CC= Contingency co-efficient and χ^2 =Pearson’s Chi Square co-efficient.

Table No. 4.5.18 provides the opinion of the respondents about the statement –‘The process of globalization has facilitated the broadcasting of pro-secessionist groups and interest service in India’. A majority of the

respondents representing media policy makers (86.67%), media professionals (88.71%), media scholars (85.71%) and intellectuals (90.70%), have stated that the process of globalization had facilitated the broadcasting of pro-secessionist groups and interest service in India. There is non-significant association (CC=0.186; P=0.925) between the professional status of the respondents and non-encouragement to the secessionist groups and interest in electronic media. A majority of the respondents representing the category of high income group (87.76%), middle income group (90.36%) and low income group (80.65%) have stated that the process of globalization had facilitated the broadcasting of pro-secessionist groups and interest service in India. There is non-significant association (CC=0.208; P=0.192) between the income groups and non-encouragement to the secessionist groups and interest in electronic media. A majority of the respondents (87.12%) regardless of professional and income status have stated that the process of globalization had facilitated the broadcasting of pro-secessionist groups and interest service in India. There is non-significant association ($\chi^2=0.136$; P=0.566) between the demographic features of the respondents and impact of globalization on electronic media in India.

4.5.19 Statement: ‘The process of globalization has facilitated the prevention of broadcasting services that endanger lives and national security in India’.

Independent Variable			Response		Total	Statistical Test
			Agree	Disagree		
Professional Status	Media Owners	F	23	07	30	CC=0.096; P=0.418
		%	76.67	23.33	100	
	Media Professionals	F	53	09	62	
		%	85.48	14.52	100	
	Media Scholars	F	21	07	28	
		%	75.0	25.0	100	
	Intellectuals	F	35	08	43	
		%	81.40	18.60	100	
Economic Status	High Income Group	F	43	06	49	CC=0.197; P=0.329
		%	87.76	12.24	100	
	Middle Income Group	F	73	10	83	
		%	87.95	12.05	100	
	Low Income Group	F	25	06	31	
		%	80.65	19.35	100	
Total		F	140	23	163	$\chi^2=0.157$; P=0.168
		%	85.89	14.11	100	

CC= Contingency co-efficient and χ^2 =Pearson’s Chi Square co-efficient.

Table No. 4.5.19 provides the opinion of the respondents about the statement –‘The process of globalization has facilitated the prevention of broadcasting services that endanger lives and national security in India’. A majority of the respondents representing media policy makers (76.67%), media professionals (85.48%), media scholars (75.0%) and intellectuals (81.40%), have stated that the process of globalization had facilitated the prevention of broadcasting services that endanger lives and national security in India. There is non-significant association (CC=0.096; P=0.418) between the professional status of the respondents and broadcasting of pro-people and national security oriented services in electronic media. A majority of the respondents representing the category of high income group (87.76%), middle income group (87.95%) and low income group (80.65%) have stated that the process of globalization had facilitated the prevention of broadcasting services that endanger lives and national security in India. There is non-significant association (CC=0.197; P=0.329) between the income groups and broadcasting of pro-people and national security oriented services in electronic media. A majority of the respondents (85.89%) regardless of professional and income status have stated that the process of globalization had facilitated the prevention of broadcasting services that endanger lives and national security in India. There is non-significant association ($\chi^2=0.157$;

P=0.168) between the demographic features of the respondents and impact of globalization on electronic media in India.

4.5.20 Statement: ‘The process of globalization has facilitated the prevention of anti-environmental and human rights centered services’.

Independent Variable		Response		Total	Statistical Test	
		Agree	Disagree			
Professional Status	Media Policy Makers	F	23	07	30	CC=0.023; P=0.564
		%	76.67	23.33	100	
	Media Professionals	F	49	13	62	
		%	79.03	20.97	100	
	Media Scholars	F	20	08	28	
		%	71.43	28.57	100	
	Intellectuals	F	34	09	43	
		%	79.07	20.93	100	
Economic Status	High Income Group	F	37	12	49	CC=0.110; P=0.348
		%	75.51	24.49	100	
	Middle Income Group	F	67	16	83	
		%	80.72	19.28	100	
	Low Income Group	F	22	09	31	
		%	70.97	29.03	100	
Total		F	126	37	163	$\chi^2=0.206$; P=0.562
		%	77.30	22.70	100	

CC= Contingency co-efficient and χ^2 =Pearson’s Chi Square co-efficient.

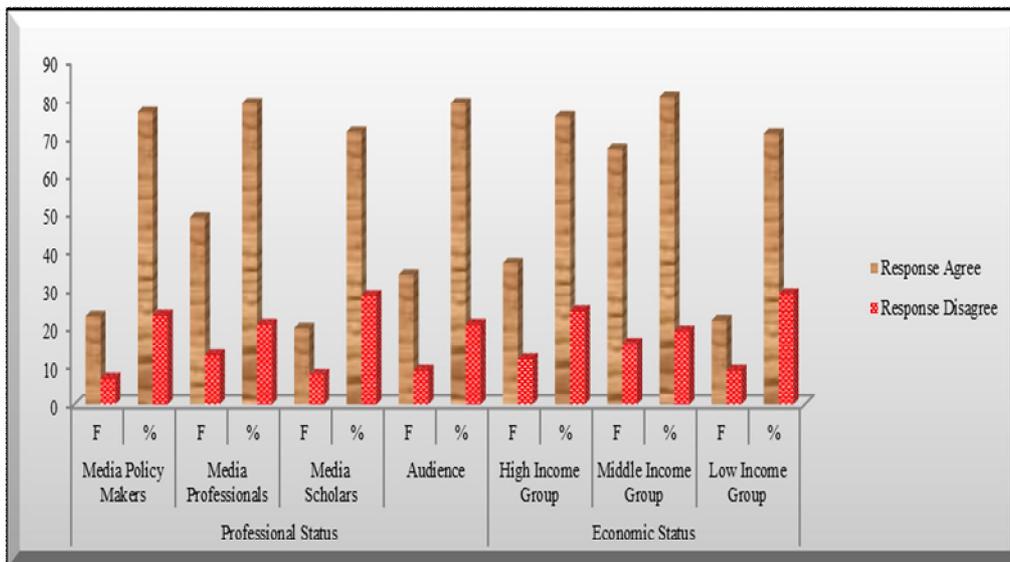


Figure 4.5.20: ‘The process of globalization has facilitated the prevention of anti-environmental and human rights centered services’.

Table No. 4.5.20 provides the opinion of the respondents about the statement –

‘The process of globalization has facilitated the prevention of anti-environmental and human rights centered services’. A majority of the respondents representing media policy makers (76.67%), media professionals (79.03%), media scholars (71.43%) and intellectuals (79.07%), have stated that the process of globalization had facilitated the prevention of anti-environmental and human rights centered services. There is non-significant association (CC=0.023; P=0.564) between the professional status of the respondents and prevention of anti-environmental and human rights services in the electronic media. A majority of the respondents representing the category of high income group (75.51%), middle income group (80.72%) and

low income group (70.97%) have stated that the process of globalization had facilitated the prevention of anti-environmental and human rights centered services. There is non-significant association ($CC=0.110$; $P=0.348$) between the income groups and prevention of anti-environmental and human rights services in the electronic media. A majority of the respondents (77.30%) regardless of professional and income status have stated that the process of globalization had facilitated the prevention of anti-environmental and human rights centered services. There is non-significant association ($\chi^2=0.206$; $P=0.562$) between the demographic features of the respondents and impact of globalization on electronic media in India.

Testing of Hypothesis

H3. The process of globalization has not adversely affected the professional conduct of electronic media in India.

The data analysis furnished in tables 4.5.1 to 4.5.20 indicates that the process of globalization has adversely affected the professional conduct of electronic media in India. Hence, the above hypothesis stands proved according to data analysis.

4.6 Summary

The culture of Indian media is changing due to several factors including media imperialism of dominant powers. 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 carriers of consumer capitalism. The reckless liberalization of economy and ruthless media imperialism has created a new consumerist society in India. The data analysis reveals interesting features about the impact of globalization on electronic media in India. The process of globalization has adversely affected the management, accountability and professional conduct of electronic media in India. The policy makers are required to ensure effective checks and balances to increase the access, utility and accountability of electronic media in India.

CHAPTER - V
CONCLUSION

5.1 Introduction

The broadcasting market in India is constantly expanding. The broadcasting media are also increasing remarkably in India. The dominant languages in the most widely distributed international and national broadcasting news channels include English, followed by Hindi and other regional languages. The implementation of digital terrestrial television (DTT) and digitization of cable and satellite networks have increased the capacity for offering more channels. Scholars have examined the impact of globalization on electronic media and identified certain advantages and disadvantages. Practically, the disadvantages outweigh the advantages in a pluralistic society like India. The electronic media are required to play a responsible role in the modernization, standardization and perfection of services in this age of competitive broadcasting management. The findings of the study, testing of hypotheses, limitations of the study, implications of the study and suggestions for future research are delineated in this chapter.

5.2 Findings of the Study

Demographic Features of the Respondents

- A majority of the study sample represent male respondents (60.74%), post-graduates' educational group (54.60%), media professionals and intellectuals group (64.72%), 11-30 years service category (63.19%) and middle and high income groups (80.98%) respectively in the study sample.

Impact of Globalization on Electronic Media

- The process of globalization had prompted the electronic media to protect large commercial interests (77.91%).
- The process of globalization had prompted the electronic media in India to develop a power-driven notion of international relations (75.46%).
- The process of globalization has enabled the transnational media corporations to exploit demand for their products in India (79.14%).
- The process of globalization had prompted the electronic media in India to promote global capitalism (76.69%).
- The process of globalization has facilitated the broadcasting network's expansion in India through privatization of airways (82.21%).
- The process of globalization had resulted in the growing commodification of electronic media services in India (74.23%).
- The process of globalization has made the broadcasting media as the main carrier of consumer capitalism in India (84.66%).
- The process of globalization has resulted in the increasing marketization of television services in India (71.78%).
- The process of globalization has resulted in the definite policy shift in electronic media management in India (83.44%).
- The process of globalization has benefitted the global media conglomerates through expansion of regional television channels in India (74.85%).
- The process of globalization has facilitated the international co-production of innovative broadcasting programmes (78.53%).
- The process of globalization has increased the satellite and cable distribution of programming (77.30%).
- The process of globalization has prompted Indian broadcasting to promote consumerism (80.98%).
- The process of globalization has benefitted the service providers in India through liberalization of broadcasting (79.75%).

- The process of globalization has facilitated the extension of up linking facilities to domestic and foreign satellite channels in India (85.89%).
- The process of globalization has resulted in the invasion of sky by the satellite television (72.39%).
- The process of globalization has minimized educational and developmental broadcasting in India (81.60%).
- The process of globalization has prompted Indian broadcasting media to promote new lifestyles for the benefit of market forces (68.71%).
- The process of globalization has enabled the global media owners to deploy the electronic media to protect and expand their private interests in India (69.33%).
- The process of globalization has prompted the electronic media to present news according to TRP rating wars and advertisers demand (69.94%).

Impact of Globalization on Accountability of Electronic Media

- The process of globalization had converted the electronic media in India into profit businesses (73.01%).
- The process of globalization had diluted the ethical, social and professional obligations of electronic media in India (70.55%).
- The process of globalization had made the electronic media to neglect the marginalized sections of the society in India (74.23%).
- The process of globalization had made the electronic media to treat people as means to an end in India (82.82%).
- The process of globalization had made the electronic media to enter into an unlawful alliance with the market forces in India (79.75%).
- The process of globalization had resulted in the abuse of media freedom by the imperialists in India (79.14%).
- The process of globalization had made the electronic media institutions to dilute business ethics in India (80.98%).
- The process of globalization had prompted the electronic media to neglect their corporate social responsibility in India (74.85%).
- The process of globalization had prevented the electronic media from exposing the evil designs of market forces (78.53%).
- The process of globalization had prevented the electronic media to foster a more ecologically and socially sustainable society in India (69.94%).
- The process of globalization had created a new generation of electronic media executives rather than socially committed media professionals in India (83.44%).
- The process of globalization had prompted the electronic media institutions to sideline social justice in India (85.89%).
- The process of globalization had prevented the electronic media institutions from mobilizing social action against corruption (79.75%).
- The process of globalization had taken a big toll of independent electronic media management in India (87.12%).
- The process of globalization had converted the electronic media in India into profit businesses (88.34%).
- The process of globalization had created electronic media networks committed to retaining existing social and economic orders in India (70.55%).

- The process of globalization had prevented the electronic media to apply sustainability principles in India (76.69%).
- The process of globalization had prevented the electronic media to achieve the goal of inclusive development (89.57%).
- The process of globalization had prevented the electronic media to address critical issue such as human rights (90.80%).
- The process of globalization had prevented the electronic media to promote corporate citizenship and ethical leadership in India (73.01%).

Impact of Globalization on Professional Conduct of Broadcasting Media

- The process of globalization had not facilitated the adoption of editorial principles in accordance with the constitutional obligations and professional norms (75.46%).
- The process of globalization had not facilitated the delivery of broadcasting services based on the professional ethics and moral values in India (73.01%).
- The process of globalization had not facilitated the broadcasting policy makers and professionals to protect the public interest in India (76.69%).
- The process of globalization had not facilitated the prevention of manipulation of news in India (80.37%).
- The process of globalization had not facilitated the prevention of heavy use of stereotypes in India (77.30%).
- The process of globalization had not facilitated the delivery of constructive services in India (81.59%).
- The process of globalization had not facilitated the maintenance of editorial integrity and independence in India (78.53%).
- The process of globalization had facilitated the control of display of pornographic materials in India (72.39%).
- The process of globalization had not facilitated the functioning of electronic media as trustees of people in India (80.98%).
- The process of globalization had not facilitated the maintenance of professional accountability of electronic media in India (67.48%).
- The process of globalization had not facilitated the adherence of electronic media to the high standards of public service and integrity in India (85.89%).
- The process of globalization had not facilitated the prevention of unfair presentation of news and views in electronic media in India (83.44%).
- The process of globalization had not facilitated the broadcasting of healthy genre of news and advertisements in India (77.30%).
- The process of globalization had not facilitated the delivery of balanced and responsible broadcasting services in India (84.66%).
- The process of globalization had not facilitated the prevention of glorification of crime and violence in electronic media in India (87.12%).
- The process of globalization had not facilitated the prevention of broadcasting of prejudicial or inflammatory visuals and contents in India (72.39%).
- The process of globalization had not facilitated the prevention of intimidation against women and children in electronic media in India (79.14%).

- The process of globalization had facilitated the broadcasting of pro-secessionist groups and interest service in India (87.12%).
- The process of globalization had facilitated the prevention of broadcasting services that endanger lives and national security in India (85.89%).
- The process of globalization had facilitated the prevention of anti-environmental and human rights centered services (77.30%).

5.3 Testing of Hypotheses

H1. The process of globalization has not adversely affected the management of electronic media in India.

The data analysis furnished in the thesis indicates that the process of globalization has adversely affected the management of electronic media in India. Hence, the above hypothesis stands disproved according to data analysis.

H2. The process of globalization has not adversely affected the accountability of electronic media in India.

The data analysis furnished in the thesis reveals that the process of globalization has adversely affected the accountability of electronic media in India. Hence, the above hypothesis stands proved according to data analysis.

H3. The process of globalization has not adversely affected the professional conduct of electronic media in India.

The data analysis furnished in the thesis demonstrates that the process of globalization has adversely affected the professional conduct of electronic media in India. Hence, the above hypothesis stands proved according to data analysis.

5.4 Limitations of the Study

It was not practically possible for the researcher to enjoy the benefit of accessibility of data to all the stakeholders of electronic media management in India. It was not practically possible to contact all the representatives of top, middle and lower management who are actively involved in electronic media management in public and private broadcasting organizations. The usual limitations of the survey method such as time, human inadequacies, resource constraints, recollection and communication were experienced by the researcher. Incidental, purposive and stratified sampling methods were followed in selecting the respondents. Though much care has been taken to collect the primary data, the memory bias on the part of the respondents cannot be completely ruled out.

5.5 Implications of the Study

The process of globalization has affected the management, credibility and autonomy of electronic media in India. The broadcasting environment needs to be reformed in India in order to ensure better programme standard and protection of public interest. Following recommendations are made for the effective, creative and responsible functioning of electronic media in future.

- The Government of India should establish the Media Council of India and bring the Press Council of India under this forum. This body should consist of eminent legal luminaries, broadcasting professionals, media scholars and media activists. The broadcasting services should be monitored and evaluated by this body regularly in order to bring about suitable reforms to media management in India.
- The Prasar Bharati Act should be amended to regulate the electronic media services and grant licenses to satellite channels, domestic or foreign and permit them to uplink from Indian soil.
- The foreign satellite channels must also be brought within the ambit of the Prasar Bharati Corporation. This body should be given adequate powers to make appropriate changes and modifications to electronic media management with a focus on professional and national implications.
- The Telecom Regulatory Authority of India should be enabled to reform the electronic media services according to the changing broadcasting environment. A combination of reach and volume of consumption metrics should be used for computing market shares for the television segment.

- The GRP of a channel should be compared with the sum of the GRP ratings of all the channels in the relevant market in order to improve the quality of broadcasting.
- The Government of India should review the cross media ownership rules periodically and ensure the compliance of healthy norms and guidelines by the electronic media.
- The Government of India should regulate the transmission of certain types of contents by enforcing broadcasting codes. The electronic media management should be based on the human rights perspective.
- The concentration of the rights to broadcast/telecast in the hands of (either) a central agency or of a few private broadcasters would endanger national integrity and security in a pluralistic society like India.
- The Government of India should regulate the use of airwaves in national and public interest, particularly with a view to ensuring proper dissemination of content and in the widest possible manner.
- The Government of India should also create a separate licensing provision for Multi-System Operators.
- The electronic media should be regulated in order to protect Indian values, culture and people.
- The electronic media should not remain only as the main carrier of consumer capitalism in India. They must be accountable to the government and people in view of the definite policy shift.
- The electronic media should not be allowed to continue their alliance with the market forces and treat people as means to an end in India.
- The electronic media should be enabled to foster a more ecologically and socially sustainable society in India through proper legislations.
- The electronic media should be motivated to address critical issues such as sustainable development, inclusive development, human development and human rights protection.
- The electronic media should be encouraged to promote corporate citizenship and ethical leadership in India.

5.6 Suggestions for Future Research

This study is an attempt to understand the environment communication strategies and practices of select corporate houses in Bengaluru city. But, during the course of the study, it is understood that there are many areas which warrant continued research in this important branch of corporate sustainability communication. The role of government agencies, corporate houses, non-government organizations and social media can be examined by the future researchers from the points of view of sustainable development and corporate sustainability communication in modern times. The relationship between corporate governance and sustainable development, corporate social responsibility and sustainable development, sustainable development and corporate communication can also be investigated by the future researchers.

5.7 Epilogue

The electronic media have grown commendably in India over a period of time. There is an astonishing growth of FM radio and satellite television in the country. The recent tendencies indicate the poor quality, credibility and accountability of the electronic media in India. The entry of multi-channel private satellite television, without any regulatory framework in place has brought about a major difference to the media landscape. The convergence in the broadcasting industry has not brought about professional excellence and responsibility. The broadcasting industry needs to be streamlined on the basis of suitable regulations, institutional mechanisms and constructive services. The specification of 'standards of performance' needs revision and updating according to eminent journalist and media critic N.Ram. The stakeholders of media management in India have realized the impact of globalization on media and emphasized the importance of exercising necessary checks and balances to safeguard culture, polity, economy, environment, media institutions and public interest.

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ABOUT AUTHORS



Dr. Sapna. M. S., presently working as the Associate Professor, with the department of Journalism and Communication, University of Mysore, basically hails from Mysore. Having completed her studies in the University of Mysore she has completed her 16 years of teaching and 8 years of research experience.

Her Doctoral Thesis was on the broad theme of Corporate Communication. She has her specialization in Electronic Media, Corporate Communication and Social Media Studies. Till date she has guided 10 Ph.D. scholars on various media related topics. She was awarded the Indo –Srilankan Fellowship from the Srilankan embassy in 2018. She was also the recipient of Best Media Educator Award In 2018. She has visited countries such as Brazil, Srilankan, Maldives, Dubai, Philippines for her academic Activities. She has 30 articles written in various media journals and has presented about 70 papers in various international and national conferences. She has completed 2 projects of UGC-UPE and PMEB on the topics Community Radio and Police Communication respectively. Presently, she is working on a UNICEF project on Development Communication. She has been a contributor of lessons on media topics to organizations like IGNOU and SWAYAM.



Dr. Radhika. C. A was born and grew up in Mysore. She holds a B.A degree from Mount Carmel College, M.Sc. in Electronic Media from Sri Siddhartha Centre for Media Studies and Ph.D. from University of Mysore. She has qualified KSET from the University of Mysore.

She started her teaching career at M. S. Ramaiah College of Arts, Science and Commerce and later worked with Surana Educational Institutions, Bengaluru. Presently she is working as an Assistant. Professor at Department of Journalism and Communication in St. Joseph's Institutions, Bengaluru.

She has presented 17 research papers in National and International seminars and published 10 research articles in reputed journals. She has also attended 25 workshops on Journalism and Communication. Her brain child is SAPNA – A mobile application, to deliver media studies with a difference. She is the coordinator of Young Communicators Club, a student wing of Public Relations Council of India, Executive Committee member of PRCI's Bengaluru chapter, member of the editorial board of IJBST Journal group and many academic bodies and NGOs in different capacities. She is a recipient of Public Relation Council of India's prestigious "Samvahana Award" for her innovative teaching methods. She is also conferred with National Education leadership Award 2019, for her excellence in Teaching. Her doctoral thesis has won 'Best Thesis Award in Social Science Category' by Indian Academicians and Research Association. She can be reached at : 26.radhika@gmail.com

ABOUT THE BOOK

The globalization phenomenon is more actual than ever, there are different levels of approach, point of view .Globalization has intimately connected to the information sharing, and often media is considered to be one of the rapid change vehicle. Expansion of this to various media outlets especially to the electronic media has been one of the most discussed and debated about. The oligopoly policy in the Indian media the ownership patterns, the content in the channels, working conditions of the management needs to be critically analyzed to see how the electronic media in India has changed over the years. The book mainly highlights the aspects on these lines which is justified by the empirical study which adds wide dimension to this very important topic in electronic media. This books gives a wider perspective of those burning issues in a detailed manner.



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