



IMPACT OF GLOBALIZATION ON INDIAN TELEVISION NON- FICTIONAL PROGRAMS

Gajendra Deoda

Assistant professor and HOD,

Mass Media Department, Sathaye College (Autonomous)

Dr. Vijay Dharurkar

Guide- Professor

Abstract:

Present study aims in finding out the impact of globalization and to study non-fictional programs of Indian television. It aims to find out the noticeable change in the content and the presentation of news, reality shows and the other programs.

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Objective of research:

Objective provides insights into a topic. It also gains familiarity with a phenomenon. It gives you a direction for research. Following are the objectives of the present study on globalization.

- 1) Mainly to find out the impact of globalization on non-fictional programs of Indian television.
- 2) To find out the change in news presentation style.
- 3) To study the change in the format and the content of television reality shows.
- 4) To study the effect of globalization on regional channels.
- 5) To study the new changing policy of the government on FDI.

A) Hypothesis

B) The content and presentation of news and news based programs is changed due to globalization.

C) TRPs of reality shows have gone up and has changed the scenario of the reality shows completely

D) World globalization has changed the overall face of the Indian television

E) Questions of research

Following are the questions of research for the present topic.

- 1) is there any change in the content of news and talk shows?
- 2) Is there any change in the presentation style due to new advance technology?
- 3) Is it the fact that globalization has its impact on regional channels also?
- 4) Why there is a change in the format of reality shows etc?

F) Utility of Research

Media is the mirror of the society and television reflects the issues in the society. Hence it is important to do a research on medium like television. This research can be useful for media students, media professionals and media researchers.



G) Research Methodology

The topic of research being exploratory in nature, the researcher proposes to use content analysis approach of quantitative and qualitative methodology. The researcher will use a descriptive and analytical method of study.

The chief purpose of an exploratory research is to clarify the scope of the subject and possibly, propose a hypothesis for future testing. It involves gathering information and developing ideas about a relatively under researched problem or context.

Data for this research is collected through various methods:

1. Survey
2. Observational method

A. What is globalization?

Globalisation (or **globalization**) is the process of international integration arising from the interchange of world views, products, ideas, and other aspects of culture. Advances in transportation and telecommunications infrastructure, including the rise of the telegraph and its posterity the Internet, are major factors in globalization, generating further interdependence of economic and social world.

“The terminology globalization was first used by Robertson (1920) in reference to a hybrid culture of the merger of global with local” In other words the term is used to express the global production of the local and the localization of the global.

Globalization today is not under the control of nations. Its effects are felt as much in western countries as elsewhere. (Sadia Nassar : Effect of Globalization pg.1)

B. Globalization in Mass Media -

The mass media are seen today as playing a key role in enhancing globalization, facilitating culture

exchange and multiple flows of information and image between countries through international news broadcasts, television programming, new technologies, film and music. If before the 1990's mainstream media systems in most countries of the world were relatively national in scope, since then most communication media have become increasingly global, extending their reach beyond the nation-state to conquer audience's worldwide cultural activities.

C. Impact of globalization on Indian Broadcasting

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The implications of globalization for the Indian media are strikingly evident in the example of Zee TV, India's first private Hindi-language and most successful satellite channel. The Zee network has aimed to reach the mass market by pioneering movie-based television entertainment. Launched in 1992 by small-scale Indian entrepreneur Subhash Chandra Goel, Zee TV set the standards for private television in India, breaking new grounds in domestically-produced entertainment.

The Zee network, which has evolved, in the words of Don Atyeo, Channel Manager of STAR TV, from 'a less than shoestring operation . . . to without a doubt probably the most successful story in broadcasting history' (Channel Four, 1995), demonstrates how national media can indigenize global products by developing derivatives of programmes broadcast on international television. This process works at different levels — in employing metropolitan broadcast language codes and conventions and in adapting programme formats, such as game and chat shows, unknown in India before globalization.

Zee's success is based on a mixture of Hindi film and film-based programming, serials, music countdowns and quiz contests, aimed at a younger



audience. Zee's innovative programming — such as the development of an Indianized version of MTV and use of 'Hinglish' (a mixture of Hindi and English) — has made it very popular with its growing audience. Hinglish, whose roots are in the spoken languages of north India, has been steadily gaining acceptance among urban youth across the country. In the past five years Hinglish has become the standard language in serials and game and chat shows, but Zee was the first network to elevate this new language by using it in a more serious genre such as news. By using English words, Zee aims to expand its reach beyond the Hindi-speaking regions of the country — perhaps more influenced by motives of profit than any altruistic efforts towards national integration.

The channel broke even within the first year of its launch, making it a prize target for media conglomerates and in 1993, News Corporation became a 49.9 per cent to market analysts, in 1997, Zee network had 29 percent of audience share in cable and satellite homes. By 1998, Zee was claiming to be 'the world's largest Asian television network', covering Asia, Europe, the USA and Africa, catering to the 24 million strong

Indian diaspora. In Asia, the network spans more than 40 countries and offers round the clock programming on four channels — Zee TV, Zee Cinema, Zee TV India and Music Asia. Having already reached approximately 23 million homes in India, Pakistan, Bangladesh and United Arab Emirates, Zee's strategy now is to expand its operations in the lucrative markets in Western Europe and North America.

A. Survey

If, instead of studying the entire population, a part of it is studied it is called the **Survey**. From the study of the sample, we draw the inference about the entire population. It is assumed that if the sample is unbiased and sufficiently large in number then the characteristics of the population do not differ widely from those of the samples, chosen properly. Thus if the sampling method is to be used in the above examples.

Survey of hundred people mostly general public was done to find out the impact of globalization on Indian Television non-fictional program. The detail analysis question wise is as follows :

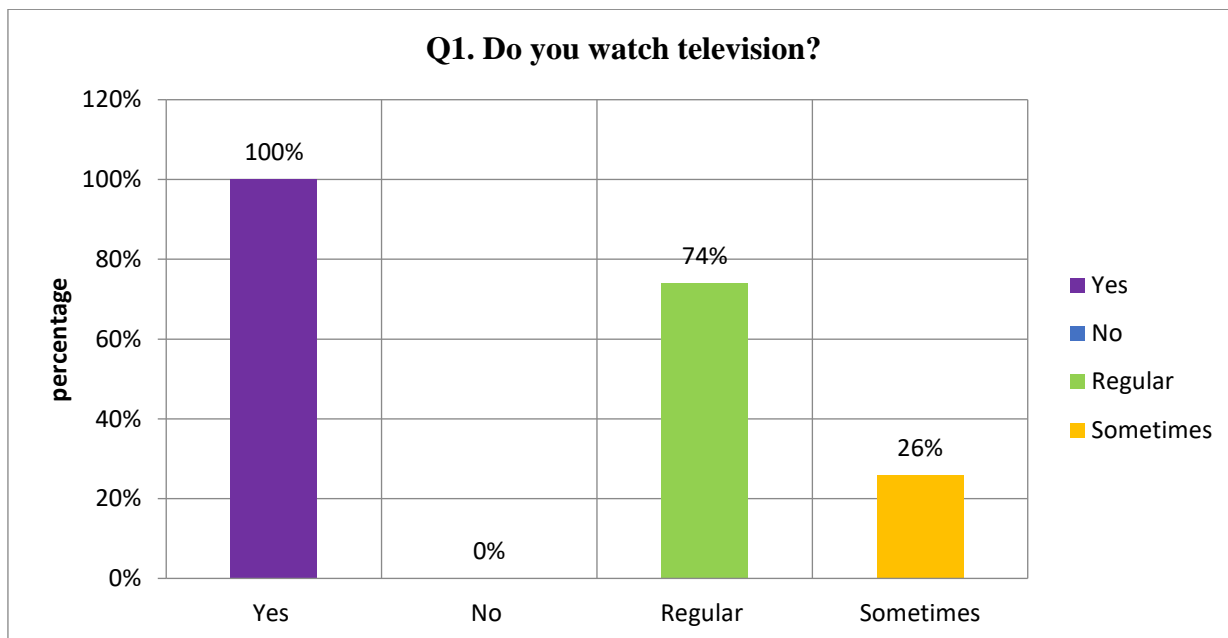
Q. 1] Do you watch television?

a. Yes b. No

If yes then

c. Regular d. Sometimes

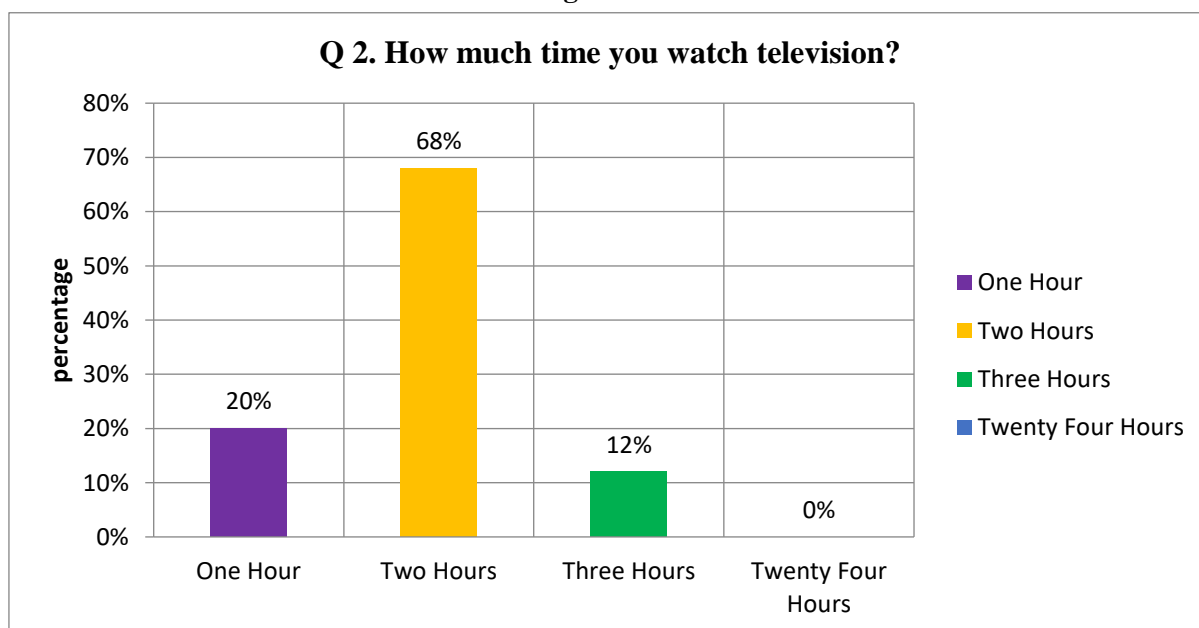
For this question percentage of people watching television was 100%. People who watched regular television was 80% out of the 100% who are watching television.

Figure No.1


Here the researcher did not find any respondent for the option no. That shows the study revolves round The 100% people who watch the television.

Q. 2] How much time do you watch television?

- a. One hour b. Two hours C. Three hours d. 24 hours

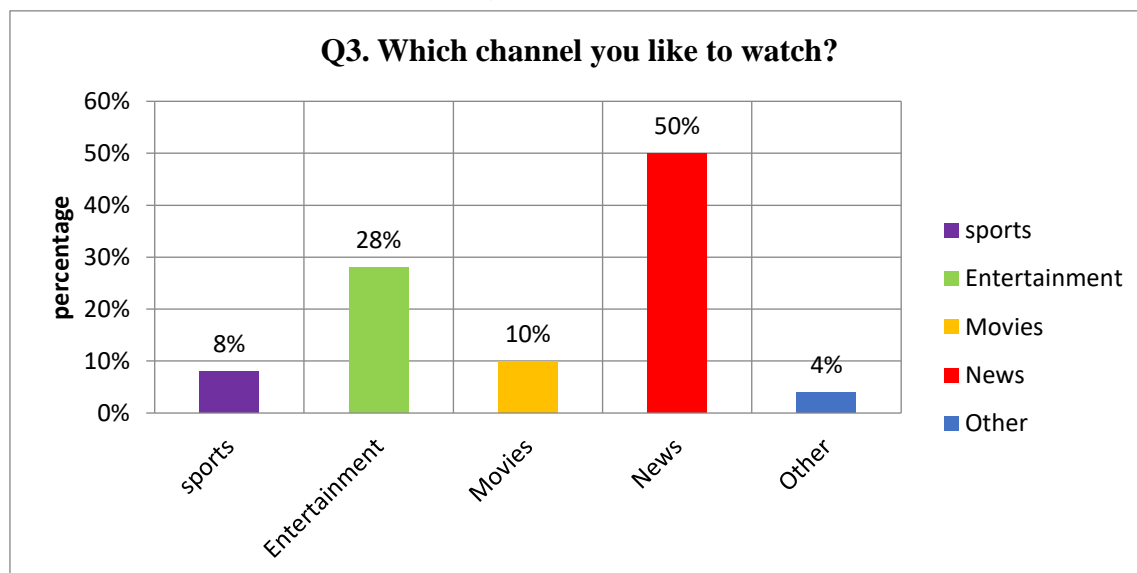
Figure No.2


Here the researcher found the highest percentage of people watching television for two hours. Due to their busy schedule, people don't opt for option d.

Q. 3] Which channel you like to watch?

- a. Sports b. Entertainment C. Movies d. News e. Other

Figure No.3

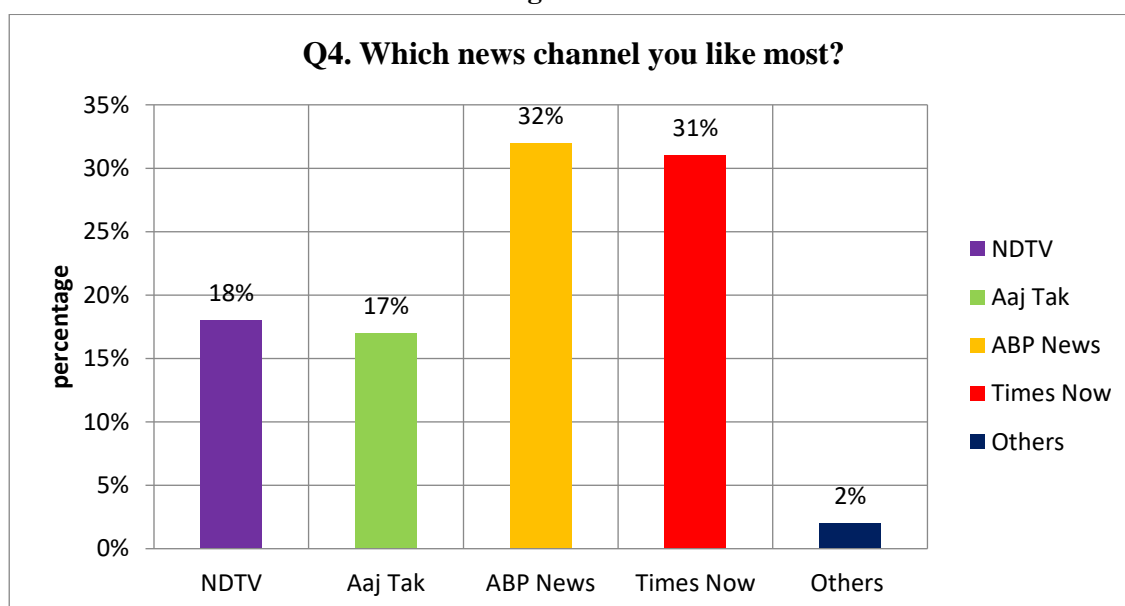


Here in this question, respondent's percentage for watching news more. i.e. 50%. Hence the researcher has taken this data for the further researcher. There are people watching entertainment channels and the percentage is 28%. Very few people go for sports and other niche channels.

Q. 4] Which news channel you like most?

- a. NDTV b. Aaj Tak C. ABP News d. Times Now e. Others

Figure No.4

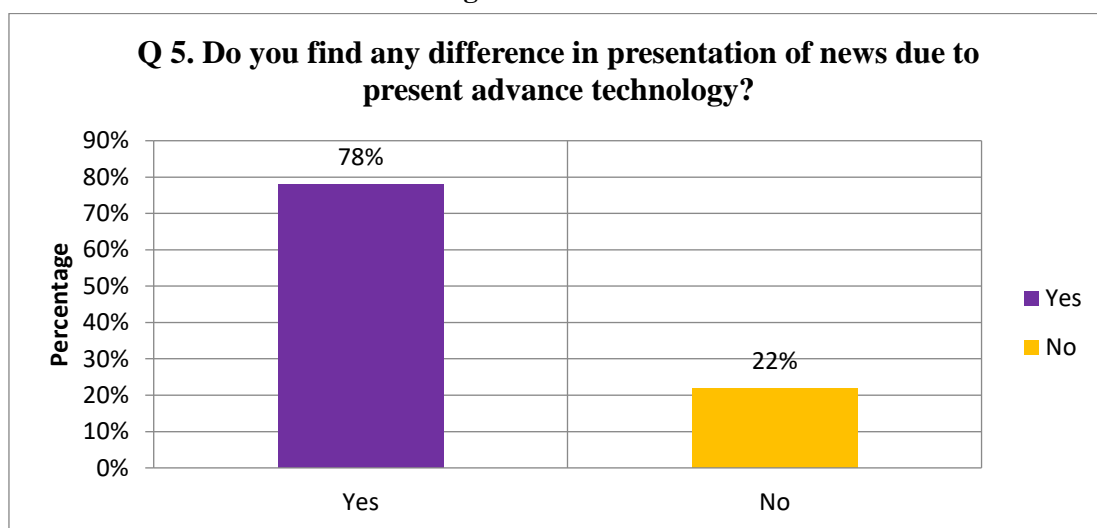


Here percentage of people watching ABP News seems to be more as regional channels are gaining more and more importance in the globalized world. People also prefer watching Times Now due to the famous news anchors using well equipped technology of news conferencing. The percentage of people watching NDTV and Aaj Tak has gone down.

Q. 5] Do you find any difference in presentation of news due to present advance technology?

- a. Yes b. No

Figure No.5

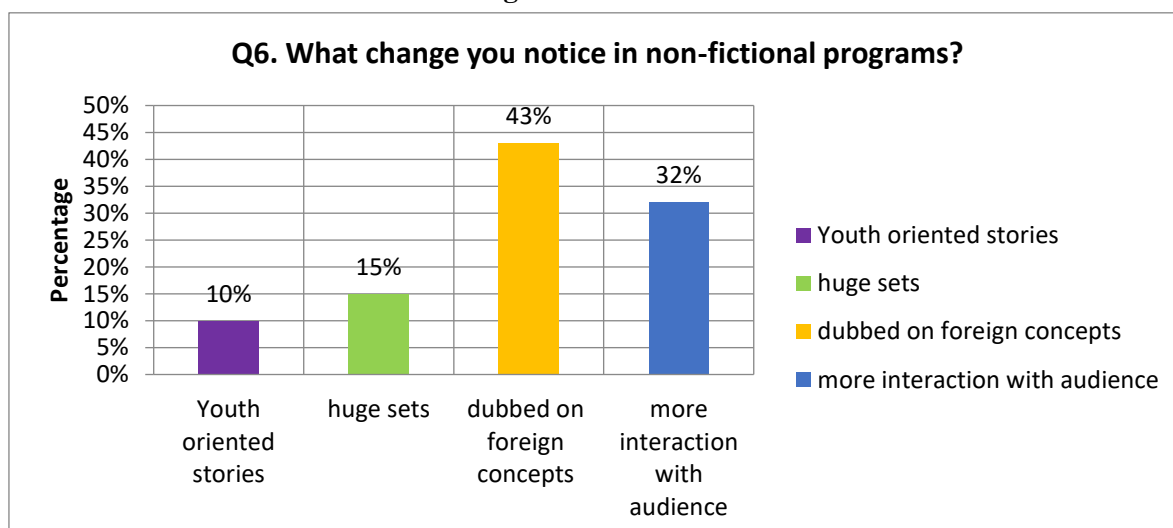


Percentage of people saying yes is 78% which is the highest one. This shows that a lot of technology like video conferencing, electronic new gathering is now introduced as per the change in outside world. This is due to the impact of globalization.

Q. 6] What change you notice in non-fictional programs?

- a. Youth oriented stories b. huge sets c. dubbed on foreign concepts
d. more interaction with audience

Figure No.6

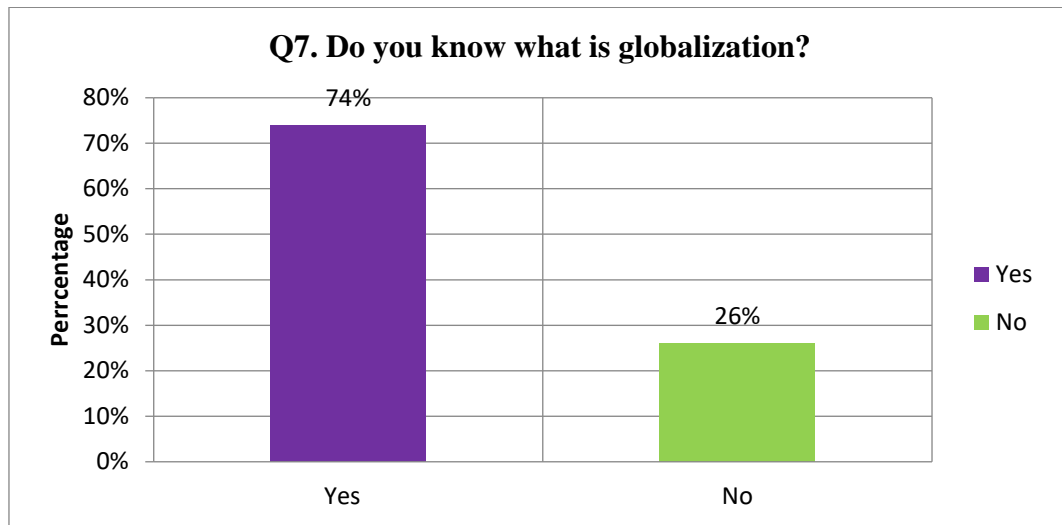


43% of people found the Indian Shows dubbed on foreign concepts. This is mostly true in case of reality shows. Today reality show like Comedy Nights with Kapil is presented with huge decorative sets. Hence 15% people responded for this change. Programs today are very interactive. This is to attract the huge audience and to increase the TRP. In the present survey 32% people found the programs more interactive. Whereas 10% people found youth oriented stories.

Q. 7] Do you know what is globalization?

- a. Yes b. No

Figure No.7

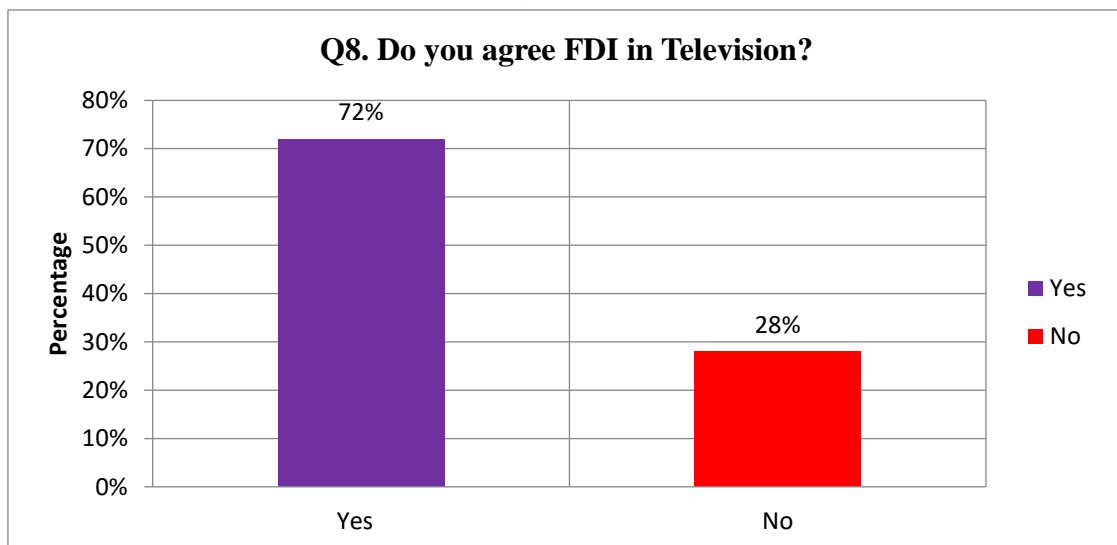


74% people knew the concept of globalization. Hence they were able to noticed the change in television programs after globalization. 26% of people were not aware of it.

Q. 8] Do you agree FDI in Television?

- a. Yes b. No

Figure No.8

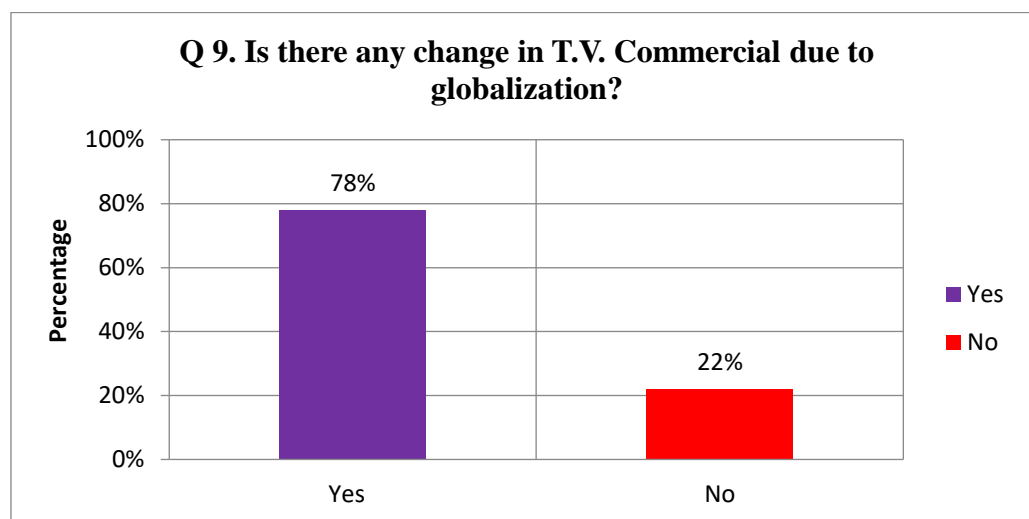


For this question, 72% people agree the foreign direct investment in media where as 28% said no. This shows that the impact of globalization on the television media and whether people accept it or not.

Q. 9] Is there any change in T.V. Commercial due to globalization?

- a. Yes b. No

Figure No.9

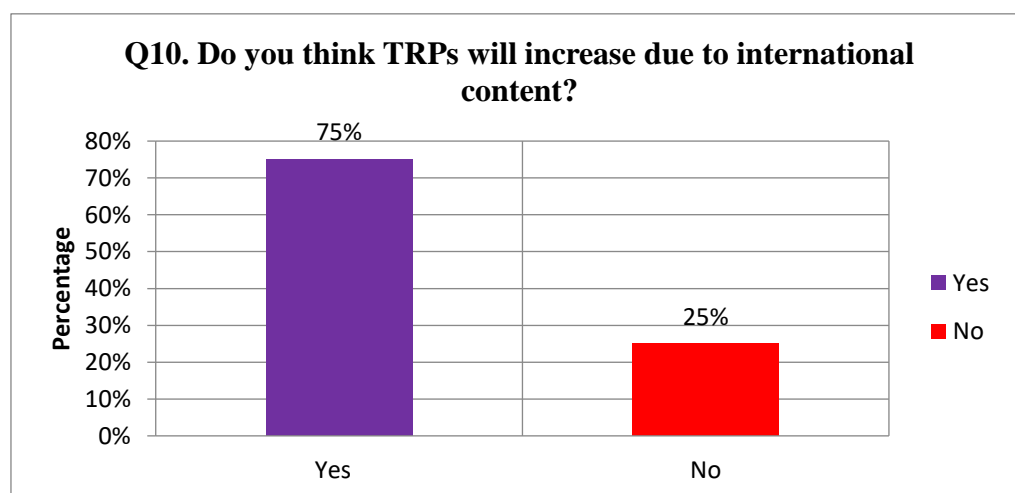


This was the important question for the present study as the impact on the advertisement should also be noted. The percentage of people saying yes was 78% and people saying no was 22%.

10] Do you think TRPs will increase due to international content?

- a. Yes b. No

Figure No.10



Due to globalization Indian producers are introducing international content in the Indian Television Media. This is to not only attract the young crowd but also the foreign crowd. The TRPs have definitely gone up and for this 75% agree to it whereas 25% say no.



B) Observational method:

“ Observation is a fundamental way of finding out about the world around us. As human beings, we are very well equipped to pick up detailed information about our environment through our senses. However, as a method of data collection for research purposes, observation is more than just looking or listening.”

Research, simply defined, is “systematic enquiry made public” (Stenhouse, 1975). Firstly, in order to become systematic, observation must in some way be selective. We are constantly bombarded by huge amounts of sensory information. Human beings are good at selectively attending to what is perceived as most useful to us. Observation harnesses this ability; systematic observation entails careful planning of what we want to observe. Secondly, in order to make observation ‘public’, what we see or hear has to be recorded in some way to allow the information to be analysed and interpreted.

<http://www.strath.ac.uk/aer/materials/3datacollection/unit5/whatisobservation/>

Quantitative Research:

The term 'systematic' observation is usually associated with observation undertaken from the perspective of quantitative research where the purpose is to provide reliable, quantifiable data. This usually involves the use of some kind of formal, **structured** observation instrument or schedule. The observation method being used will clearly identify: the variables to be observed, perhaps by means of some kind of behavioural checklist; who or what will be observed; how the observation is to be conducted; and when and where the observations will take place.

Qualitative Research:

Observation can provide rich qualitative data, sometimes described as 'thick description' (Geertz, 1973), for example, where the relevant phenomena have been carefully observed and detailed field notes

have been recorded. Typically, the researcher would not approach the observation with pre-determined categories or questions in mind. Because of this openness, observation in qualitative research is often referred to as **unstructured**.

The present research is based also on the observational qualitative and quantitative methods. The study of Indian television shows is done by observational method. Today reality shows are very popular because of their content and other reasons. The current situation of reality shows in India including their content and the setup is studied thoroughly in this research. The various TRPs of reality shows of different weeks is studied well.

Reality Shows:

Indian television has taken official rights to use the concepts of foreign shows in India This Some of the shows are as follows:

Foreign Concepts

CSI
American's idol
America's got talent
Who will be the Millionaire

Big Brother
So you think you can Dance
Fear factor

Indian Show

CID
Indian idol
India's got talent
Kaun Banega
Crorepati
Big Boss
Dance India Dance
Fear Factor -
Khatron Ke Khiladi

Conclusion:

In this research, researcher has tried to study the impact of globalization on Indian Television non fictional programs. Formats of news, interviews, talk shows is completely change. The survey conducted shows that people have noticed lot of change in the content of news and presentation of news. News and other reality shows have adopted foreign concepts and the international content. Video conferencing and electronic news gathering have changed the presentation style.



The observational method of research study of reality shows present the picture of new television's face.

TRP figures mentioned and the comparative study of reality shows with other shows proves that reality shows are in high demand. Due to new foreign concepts, advance technology, presentation Style has created great impact on viewers. This is the globalized effect. It was never ever a situation where reality shows are prefer than other shows.

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