

Media Globalization and Changes on the Professional Aspect of the Journalists

Sameeksha Singh

D.Phil. Research Scholar

Centre for Development Studies, University of Allahabad

Abstract: Globalization in its present form is a process, which has implications not only for social and cultural institutions of development countries but is also transforming the social fabric of developing countries like India. At the most general level, globalization refers to a process of change, which affects all regions of the world in a variety of sectors of which the media is an important one. In fact, the rapid expansion of term and therefore the concept of present sort of globalization are made possible only through the knowledge revolution throughout the planet. It has been widely known that media can play a considerable role in promoting and disseminating information. Globalization of media has not only transformed the ways of communication but it also has implications for the profession of journalism. In India journalism as a profession is in a transitional face as forms of media are transforming the required training and skills based on computer based information technology has been changed over a period of two decades. Thus, new communication technologies have great implications for the profession of journalism. The new parameter of competency and acquaintance with new gadgets is very much needed in various streams of journalism. New Media features a tendency to integrate different media forms at one platform. The information originated in one form of media flow through different paths in various media including social media and affects the contents and preferences of media professionals. The present paper focuses on above mentioned issues regarding the changes in media, its growth and the transformation of media practitioners in the era of globalization.

ORIGIN OF THE PROFESSION OF JOURNALISM IN INDIA

Journalism as a profession is over two centuries old. It was made possible by coming together of a number of technologies as well as several social and political and economic developments. The main technologies that facilitated the event of large-scale printing and distribution of print material were the press and therefore the railways.

As a craft Journalism involves specialisation in one area (editorial, design, printing); for the reporters and the sub-editors for instance, it entails writing to a deadline, following routines in a conveyor-belt like workplace, while respecting the division of labour in the newsroom and the printing press. In earlier times, knowledge of type writing and shorthand were the most skills demanded; today computing and DTP skills are in demand for all areas of Journalism. Also the divisions among the different areas have become blurred.

DIFFERENCE BETWEEN JOURNALISM AND OTHER PROFESSIONS

As a profession it is markedly different from other established professions like law, medicine, engineering, management teaching. While the established professions require some specialised educational qualifications and training to be recruited to them, Journalism doesn't make any such requirement essential. There is no bar to anyone entering the profession no matter what ones educational background or professional experience is. From the very beginning Journalism (like the other media professions such as Advertising, Public Relations, Film, Television, Theatre, and Publishing) has been and still remains, an open profession. Further, Journalism has no distinct body of data that defines the profession and marks its relationship with its clients (readers, advertisers, advertising agencies, PR officials' and others) and other professions.

What is Journalism?

The word JOURNALIST', JOURNAL' and JOURNALISM' is derived from the French JOURNAL', which in turn comes from the Latin term 'DIURNALIS' or 'DAILY'.

Journalism is a form of writing that tells people about things that really happened, but that they might not have known about already. People who write journalism are called "journalists." They might work at newspapers, magazines, and websites or for TV or radio stations. The most important characteristic shared by good journalists is curiosity. Good journalists love to read and want to find out as much as they can about the world around them.

GROWTH IN THE PROFESSION

In recent decades, the information and communication revolution in India has been identified as the new pathway to national development. A phenomenal expansion of information and communication infrastructure with citizens' desire to access information, from every possible source, for furthering their socio-economic, political and development-oriented initiatives, have paved the way for growth and development of journalism and mass communication as a subject of profession. Keeping pace with the profession, the educational standard of journalism and mass communication has also grown extensively. In India, the birth of journalism education dates back to 1941 in Punjab University (now in Lahore, Pakistan) and its shift just after seven years to New Delhi in 1948. Since then this profession has seen steady progress. Now, the education completed 60 years of its birth. During this period, the number of educational institutions providing journalism education has grown manifold in terms of quantity, quality and students enrolment. A gradual change from professional to academic-oriented and western pattern to Indian system in the education curriculum are some of the glorious symbols of achievements of the Indian journalism and communication education. Presently, about 100 journalism and mass communication departments in various Indian universities are engaged in providing post-graduate diploma, degree, MPhil, and doctoral programmes. Besides, over five dozen institutions are offering diploma and certificate programmes in journalism.

The rapid development scenario in the field of journalism emphasises the importance of journalism and mass communication education and appropriate training of journalists (including broadcasters and social communicators), duly integrated with national development objectives incorporating social orientation. This education has been marked by a growing sense of professionalism, mainly due to four major factors. These are:

- An increasing organisation of working journalists;
- Specialised education in journalism;
- A growing body of literature dealing with history, problems and techniques of mass communication; and
- An increasing sense of social responsibility on the part of journalists.

Idealistic motives have also contributed a lot to the development of modern Indian journalism.

The growing literacy and the improvement in the lifestyle of the people of India are partially considered as the media's contribution in disguise. Since Independence, the media, particularly the press, has been growing constantly. There were 3,330 newspapers and periodicals published at the time of Independence; this number rose to 46,655 in 1999, i.e., above fourteen times in 52 years. Today, India ranks among the top five newspaper production countries in the world. In 1999, the total circulation of Indian press (a combined total of 96 languages) was 13,00,87,493 copies. The availability of a large number of dailies/weeklies provides the reader a variety of options and choices. Scope and opportunity for press practitioners in urban sector is quite encouraging than the rural sector because maximum press establishments are located in large cities and towns and a low rate readership in rural areas.

Today's big business is keeping people informed and entertained. India is becoming an important entertainment and information hub in Asian subcontinent. It is not just in television broadcasting that India is attracting foreign investors but also the popularity of Hollywood movies has increased manifold as their dubbed versions have found a bigger market in India. Channels like Discovery and National Geographic are devoting prime-time to the programmes dubbed in Hindi. Discovery has uncovered the Indian hunger for infotainment. Round the clock Indian news channels from Star News, Zee News, Jain TV, BBC, CNN, etc. have opened up a big market for media professionals to provide more authentic and value-oriented Indian news and current affairs programmes. There is also a huge swell in entertainment channels in India. Entertainment appears to be the fastest growing area. There are more cartoons, music video, soap operas, etc. than ever before. Satellite broadcasting and cable television has opened up enormous opportunities for TV producers of software. On the technical front this has also resulted in the mushrooming of video studios with sophisticated equipment providing a range of services, and consequently providing career opportunities for those with technical training in this field. There is, therefore, an ongoing demand for radio, audio and video announcers, anchors, performers, singers, directors, producers, news readers/anchors, television journalists, photographers, cinematographers, art directors; set designers, costume/fashion designers, etc. for the umpteen television channels. Other jobs in this field include audio/video music recording, specialisations in sound and/or lighting for live and recorded programmes, design, manufacture and sales of hardware and software for entertainment, production of advertising commercials as well as areas such as interactive videos and teleconferencing.

DEVELOPMENT OF JOURNALISM IN INDIA

In recent years, the information and broadcasting sector has been also undertaking major changes mainly due to technological developments. Use of IT and computers has revolutionized profoundly the collection and dissemination of news and information and broadcasting of entertainment programmes. Presently, about 99 per cent of the country's population and 90 per cent of the country's geographical area is within the reach of radio broadcasting. The number of radio broadcasting stations has risen from just 6 at the time of Independence to 199 in 1999-2000 and by the

completion of the Ninth Plan some more stations will become operational. In rural sector the radio still has good audience, whereas in urban sector, the audience is gradually declining, with the exception of FM listeners in cities and metros. The gradual decline of this, once all important media, has evoked strong response from the concerned agencies. The government has now installed more than one FM channel in some metro cities and is planning to install at least one in some other areas. Recently, the government has approved more than 100 FM radio stations for being set up and operated by private parties. Utilization of technological developments for citizen's benefit and to gain more popularity of radio broadcasting in non-urban sectors, the government has initiated several steps among one such is digital audio broadcasting (DAB) system radio stations which is likely to be installed. Likewise, the medium wave programmes are also being made more popular than before. Today, more than 7 crore households in the country (more than those in Britain and France together) owned television sets, viewed by about 40 crore people. The Indian television through its network of 1,042 terrestrial transmitters reaches over 87 per cent of the country's population. A wide network of private and government television companies in India have established enormous opportunities for journalistic and artistic professionals to explore their capabilities.

The Indians have witnessed revolution in information and communication sectors and a qualitative transformation in social, economic and political sectors, mainly as a result of free flow of information and sharing of knowledge. Already, India has crossed the initial decade of IT revolution; the present decade is the most challenging for both the government and IT industry to provide cost-effective services of information highway, the internet, for the citizens to support and enable their prosperity, growth, challenge, and opportunities in domestic sectors. The Government of India has given a major thrust to the IT industry and made an ambitious goal to make India a Software Superpower by 2010.

To meet such an upsurge in media, more professional and skill-oriented persons are required. Also, these professionals need to be competent enough in their relevant fields. A professional degree holder can be of an added advantage in this scenario, giving an opportunity to the industry to exploit his capabilities in the competitive online journalism/media market. Besides, the range of work of a journalist demands different talents and temperaments, but all who aspires to adopt journalism requires some basic skills and attitudes such as wide ranging interests, overall social awareness, an inquiring mind, punctuality, willingness to work hard, an initiative mind to understand the unspoken words, and also to read between the lines to perceive that is not directly revealed.

NEWS AGENCIES

News agency, also called press agency, press association, wire service, or news service, organization that gathers, writes, and distributes news from around a nation or the world to newspapers, periodicals, radio and television broadcasters, government agencies, and other users. It does not generally publish news itself but supplies news to its subscribers, who, by sharing costs, obtain services they could not otherwise afford. All the mass media depend upon the agencies for the bulk of the news, even including those few that have extensive news-gathering resources of their own.

The news agency has a variety of forms. In some large cities, newspapers and radio and television stations have joined forces to obtain routine coverage of news about the police, courts, government offices, and the like. National agencies have extended the area of such coverage by gathering and distributing stock-market quotations, sports results, and election reports. A few agencies have extended their service to include worldwide news. The service has grown to include news interpretation, special columns, news photographs, audiotape recordings for radio broadcast, and often videotape or motion-picture film for television news reports. Many agencies are cooperatives, and the trend has been in that direction since World War II. Under this form of organization, individual members provide news from their own circulation areas to an agency pool for general use. In major news centres the national and worldwide agencies have their own reporters to cover important events, and they maintain offices to facilitate distribution of their service.

The ability to transmit news rapidly greatly increased during the 20th century. Radioteletypes that make possible fast automatic transmission of news messages linked all major areas. Picture transmission by radio and high-fidelity wires became well developed. From the major agencies, teletypesetter service, pioneered by the Associated Press in 1951, was available to newspapers wishing to have computerized typesetting done directly from news-service transmissions. By the 21st century, most news agencies had moved the bulk of their operations and transmission to computers.

PROFESSION OF JOURNALISM IS DE-DIFFERENTIATED BY GLOBALIZATION

The notion of the "blurring boundaries" has become a flashy label to characterize the way journalism is manifestly changing in the age of the internet. De-boundedness as a proposition initially receives a more concrete definition. The foundations where differentiation, that is, drawing lines of demarcation, is the essential factor. It is to be noticed that systems theory provides different possibilities for characterizing forms of de-differentiation or "blurring boundaries". Within systems theory they can be interpreted in terms of the evolutionary emergence of new forms of journalism, the co-evolutionary processes between journalism and its environment and/or as interpenetrations of journalism with other

societal systems. It is demonstrated that changes in journalism oscillate between differentiation and de-differentiation, so that it can be described as a (de-)differentiated phenomenon.

CONCLUSION

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. Today in the 21st century Indian mass media is very vibrant, diverse and relatively enjoying qualitative freedom in its functioning as the fourth estate, fourth pillar of parliamentary democracy, an effective public sphere, an alert watchdog, and an important instrument in galvanizing the masses, especially the middle class living in urban or rural India. Apart from the English language national dailies and TV channels, the vernacular press and TV channels are catering greater numbers of readers and viewers in India. The interesting phenomenon that the research came across is the revolution in the vernacular news papers how far the number of its readers is concerned. Unlike Western developed democracy where the number of readers and circulations of newspapers have gone down drastically in the age of electronic media, the readers and circulation of newspapers including English dailies and the vernacular dailies have been recording phenomenal increase. At the same time, 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 impact of globalization on news in India, when understood as glocalization, are often interpreted as a group of practices during which the local media have absorbed the worldwide, rejuvenated the local, and given audiences possibilities of strengthening democratic discourses. While journalism practices like integration of latest information technologies, increased audience feedback, and increased professional training of journalism students became globalized, news content continues to be highly localized in its purpose and scope. Little has changed within the three decades since the Bofors affairs. Corruption remains a staple of political discussion. Print and broadcast and telecast media are filled with charges of corruption and heated discussion about how best to combat it. Throughout the 1990s, the country witnessed a seemingly endless procession of 'scams', as the media labeled them – the stock-market scam, the telecom scam, sugar scam, the fodder scam and others too numerous to mention. Jenkins interestingly mentions about Jain Brother's Hawala scams during which politicians from many parties including ministers and chief minister's name were found within the diary. Jenkins writes: "There was also the 1996 discovery of an industrialist's diary that was imagined to show payments to politicians, whose names were indicated by the utilization of initials. The Jain Diaries were captivating both because they seemed to be convincing primary source documents and since they revealed how readily an entrepreneur could come to ascertain corruption as just another trade expense to be recorded" (Jenkins, 2007)

The news media are in crisis across the developed world. Journalism as we all know it's being described, obviously with some exaggeration, as 'collapsing', 'disintegrated', in 'meltdown'. In this digital age, there is gloom in most developed countries, or mature media markets over the future of newspapers and also broadcast television. The arrival of the digital revolution- the evolution of the web, the emergence of latest sorts of media, and rise of online social networks has reshaped the media landscape.

REFERENCES

1. Aggarwal, V.B. and Gupta, V.S. (2002). Handbook of Journalism and Mass Communication. New Delhi: Concept Publishing Company.
2. Chakravarty, S. (1997). Press and Media: The Global Dimensions. Delhi: Sage Publications.
3. Quail, D.M. (2000). Mass Communication Theory, New Delhi: Sage Publications.
4. Krishnamurthy Nadig, Indian Journalism.
5. Singhal, Arvind & Everett M. Rogers. (2001). India's Communication revolution. in Bullock Carts to Cyber Marts. New Delhi: Sage Publications India.
6. Marcus, J. (1993). Mesoamerican writing systems: Propaganda, myth, and history in four ancient civilizations. Princeton, NJ: Princeton University Press.
7. Allcott, H., & Gentzkow, M. (2017). Social media and fake news in the 2016 election. *Journal of Economic Perspectives*, 31, 211-236. doi:10.1257/jep.31.2.211
8. Tandoc, E. C. Jr., Zheng, W. L., & Ling, R. (2018). Defining "Fake News": A typology of scholarly definitions. *Digital Journalism*, 6, 137-153. doi:10.1080/21670811.2017.1360143
9. Kazmin, A. (2018, April 10). India's crackdown on fake news masks a more sinister message. *The Financial Times*. Retrieved from <https://www.ft.com/content/aeb21080-38b4-11e8-8b98-2f31af407cc8>



10. Rai, M. (2015, October 6). Like in Muzaffarnagar, Social media misused in Dadri. *The EconomicTimes*. Retrieved from <https://economictimes.indiatimes.com/news/politics-and-nation/like-in-muzaffarnagar-social-media-misused-in-dadri/articleshow/49235908.cms>
11. Singh, P. (2017, July 18). Ahmedabad, Muzaffarnagar and now Bengal: How social media issued to spread communal hatred. *Outlook*. Retrieved from <https://www.outlookindia.com/website/story/first-ahmedabad-then-muzaffarnagar-and-now-bengal-how-social-media-isused-as-pl/299625>
12. McBride K and Rosenstiel T (eds) (2014) *The New Ethics of Journalism*. Thousand Oaks, CA: CQPress; London: SAGE.
13. Phillips A (2010) Transparency and the new ethics of journalism. *Journalism Practice* 4(3):373–382.
14. Phillips A, Couldry N and Freedman D (2010) An ethical deficit? Accountability, norms and thematerial conditions of contemporary journalism. In: Fenton N (ed.) *New Media, Old News:Journalism and Democracy in the Digital Age*. London: SAGE, pp. 51–68.
15. Singer JB (2010) Journalism ethics amid structural change. *Daedalus* 139(2): 89–99.
16. Hanitzsch T, Hanusch F, Mellado C, et al. (2011) Mapping journalism cultures across nations. *Journalism Studies* 12(3): 273–293.
17. Harcup T (2014) The ethical newsroom: Where the individual and the collective work together. In: Wyatt WN (ed.) *The Ethics of Journalism: Individual, Institutional and Cultural Influences*. London; New York: I.B.Tauris, pp. 13–31.