

Impact of New Media in Promoting & Podcasting entertainment in Marathi language.

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Abstract:

It is said "All human Arts are extensions of human qualities." Since beginning of human civilization, Art has played an instrumental role in development of human society, as art represents human expressions. History of Human Civilization is incomplete without study of Art in that Era, thus we can always trace the human socialization with help of Art which is also important tool of Culture. Technology has not only helped the Art to reach to people but it has a large impact on the presentation, content of the Human Arts. We can trace this in the history of development of Media & Mass Communication across the world. Development of Internet which laid to emergence of New Media like

Websites, Social Media, Search Engines & Mobile Applications has changed the dimensions of distribution, promotion of traditional arts like dramatics & feature films. Today we can see the impact of the new media on production, promotion & distribution of Audio-Visual content in India. With respect to Marathi Dramatics & Feature Films which has a history of more than 150 years has great impact of New Media in the process of content creation, distribution & reaching to the people.

Key Words: Promotions, Podcasting, Marathi Entertainment Channels. Impact of New Media in Promoting & Podcasting entertainment in Marathi language.

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Introduction:

21st century is known as century of Information & Technology, where information is acting as currency of exchange. The access to information which was difficult before has been totally changed by second decade of 21st century. Today due to internet & development of SMART phone access to information has become viable to common man across the geographical boundaries. This development of technology & technical gadgets has great impact on the presentation of information & its forms. We come across different channels of distribution of content through new media, like YouTube which is the most popular internet search-engine for audio-visual content. Social Mediums like Facebook, Twitter, LinkedIn, Whatsaap are the major mediums today which are used to a great extend by the content creators to reach out to the audience or content consumers. Information in form of entertainment has great impact on people & they are very popular across the masses that is one of the important reason behind popularity of different Mass Mediums like Cinema, Television & genres of television & cinema like feature films,

short-films, documentaries & television serials. With the development of new media the content distribution & promotions channels of Marathi entertainment channels has changed on the large scale & they have advent many changes & explored new avenues of promotions & distribution.

Objectives:

1. To study role of New Media in promoting & podcasting entertainment content in Marathi language.
2. To study different channels available for the promotions & their reach.
3. To study the feedback & usage of the new mediums by the audience.

Scope of the study:

This study is of help to understand the availability of different mediums through new media & their use by audience it also helps to; „« To understand the use of producer & artist to reach to the people „« To understand the use of new media by common audience for entertainment. „« To explore different mediums available for podcasting.

Literature Review:

The review of this research is based on the different studies made on the use of New Media for content promotions & distribution which includes, „« Study on Critical analysis of adver-

tising and strategic media planning in FMCG sector in India by Balyan, Vikramender Singh which analyses the role of new media in advertising & its reception by the people.

„« Study on Role of teaser advertising in product promotion: a critical analysis of leading newspapers and television channels by Kulveen, Trehan which is very important because the promotions of the Marathi entertainment channels are done by teasers & Promos on New Media.

„« Convergence Culture book by Henry Jenkins which studies the cultural convergence due to convergence of Mediums & internet.

„« Handbook of New Media by Sage Publication.

Research Method:

Research Technique:

„« In-depth interviews of Executive Producers of Television Channel & Film Director.

„« In-depth interview of Home Makers & Working Professional Women regarding their viewership Television.

„« Survey of working professionals & home makers in Pune regarding their viewership of entertainment channels.

Sample Size:

In-depth Interviews of Executive Producer & Film Director:

3 people

Working Professionals & Home Maker Women: 3 people

Survey: of 50 Working Professionals in PMC & PCMC area in Pune District.

Data Analysis Method:

Survey of the viewers is analysed with the help of Microsoft Excel Sheet to understand the degree of response of people to the questions regarding the viewership habits of them & to understand the use of New Media in same.

In-depth interviews are been coded by the response of the Executive Producer of TV Channel, Film Directors & Audience by their responses to the questions regarding usage of New Media in promotion & podcasting of content.

Analysis of DATA

In the interview conducted by me of **Mr. Sandeep Yelavedekar** who works as **Executive**

Producer with Zee Yuva channel which is of the leading television channel in Marathi said that

“Social Media is indispensable part of television channel today as the limitations of television as medium are overcome by Social Media”.

He noted that television viewer is bounded by the time as the specific serial is broadcasted at specific time and viewer has to be present at the same time whereas with

a you-tube or any other mobile application the content could be accessed by the viewer at his or her convenience.

Flexibility of time & access at ease are the reason behind popularity & expansion of new internet based medium.

In case of promotion of the entertainment content of television he said the first promotional activity which starts usually before 20 days of the event starts with the use of different mediums

based on internet which includes,

Face-book Page

Updates on Twitter Handle

Teasers on You-tube & Face-

book & other Social Mediums

Promos viral on Mobile

Applications like Whatsaap, Hike, and Bingo etc.

Face-book live activities by the artist.

He also mentioned that the individual PR of Artist who is lead in the TV program undertakes the PR campaign for the promotions through social media which includes dedicated interaction of artist with people through Social Media. Dedicated team is also deployed by the Channel to promote the content through social media.

When asked about the impact of social media on revenue generation of channel, he said ;" The online access of the content is to the

application which are part of the conglomerate as Zee group has OZee as application where all the content of Zee Channels is available so though we don't face revenue sharing challenges today but certainly we are getting prepared for challenges to come in future ". He also noted his concerns regarding the content on social media, its production, and production cost & flexibility is the upcoming challenge to television in near future on large scale. He also mentioned about shift of focus of content from Television to Social Media is getting inverse.

In interview of Mr.Omkar Danke & Mr. Kedar Joshi who are the directors of short films & documentaries mentioned that the emergence of New Media has given a new platform to them to showcase their content in front of people without any gate-keeping. They also mentioned the production cost of the content is reduced sizeably due to the podcasting of the content is more economical than broadcasting the same on Television or Screening at theatres.They also made a point that the mainstream television artist, stars are also interested in working & contributing for podcast serials & programs as the reach of the same is notable. To understand the views of viewers or audience regarding the new media & the content, I

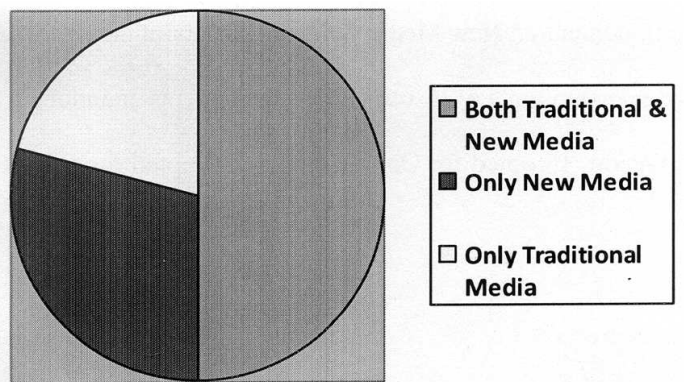
interviewed Professionals & Homemakers in PMC & PCMC areas of Pune District. In the interview of Mrs. Mugdha Kulkarni who works as German language translator & trainer in leading IT company said she prefers apps like O Zee, Hot-Star & Smart TV as she hardly get time to watch TV serials at Prime-Time. You-tube & these applications give her opportunity to access the content as per her convenience.

Mrs. Pallavi Shinde & Pranita Joshi who are home-makers also made a point that though they prefer the repeat-telecast episodes in afternoon as they have some for leisure they are also opting for podcasting of fresh content on you-tube. In a survey conducted regarding the impact of New Media in creating awareness about entertainment & their consumption of content on New Media. When asked about their preference between Television & Social Media maximum i.e 25 out of 50 respondents mentioned they consume both social Media &

Television, 15 opted for Only TV while 10 opted for only social media for entertainment content.

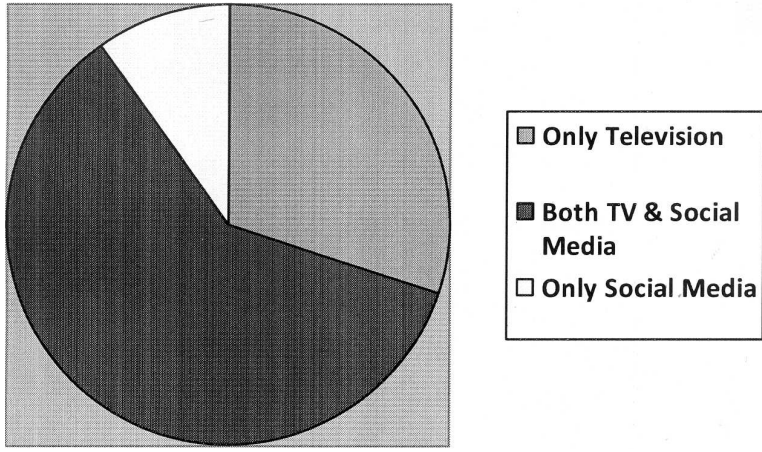
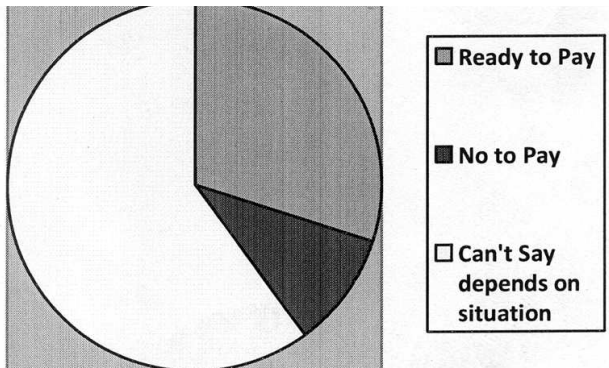
When asked them about the information about the Films & Entertainment Events in Marathi

Out of 50, 38 people opted for both Traditional Media & New Media, while 7 opted for only new media & 5 opted for only Traditional Mediums like TV, Radio, and News Papers.



When asked if the New Media is paid would they pay for the service?

15 respondents agreed to pay for the service, 30 said can't say right now, 5 said no to pay.



Conclusion:

1. New Media has notable amount of impact today on Marathi entertainment Industry.
2. The convergence of technology & created the New Media is having

impact on content creation & this impact will be increasing in future.

3. New Media is used for PR & Promotional tools which are aide to mainstream traditional mediums but there is a possibility of emergence of New Media as mainstream medium in near future but it depends on speed of internet.

4. New Media cost negligible today but in future if it becomes a paid service people are in dilemma if they would pay for it.

5. New Media has great potential but it is still in early phase & scope exists to explore the possibilities of opportunities with it.

6. Need for developing strategies & development of content specifically for New Media prevails.

7. Formal Training for usage of New Media is required.

Limitation:

„« Research is conducted at only once.

„« Location of this research only PMC & PCMC area in Pune District.

„« Sample size: Limits of only 50 respondents.

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