

Paradigm Shift in TV and Radio Broadcasting in Digital Age

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Abstract

The media is at the heart of cultural, social, political and economic events throughout the world. Rapid communication through latest technology has facilitated speedy information gathering and dissemination and this has become an essential part of the modern society. Also online News sources and New Digital technology have become an integral part of modern society. Media consumption is not a zero sum game. Digital platforms have started enhancing media usage. The accessibility of radio and television continues to expand. The widely available media services are changing the ways in which we live and work and also altering our perceptions and beliefs.

Keywords: Radio Club, Digitization, Online Advertising, Media Broadcasting

Introduction

Digital technology and social media have become the inherent part of modern society. In places with relatively high connectivity, the established media has seen the technology as a content distribution gateway and a way to enhance their brand. One can get back to the same news or any piece of information without any struggle of storing the stack of newspapers. Also through digital technology, one can extract any news and information easily without any hindrances. Traditional media flourished in the pre-internet era where instant access to news, using any electronic media was not within the reach of common man. The dynamics of information access has significantly changed over the years. Trying to deliver news to the current generation seems to be redundant as the process involves a lot of steps and is passive

in comparison with new digital technology which is instant and interactive. The newspapers do deserve some phenomenal growth in India. The time people credit as they do a better job in covering local interest stories, which are often neglected by the politically and nationally minded online publications [1]. The Online media sources often sustain using revenues from advertisements and sponsored news articles. The objective of this paper is to examine the effect and functions of radio and television industry in this digital age and its effect on traditional print media.

Literature Review

The new media is one of the elements of digital technology where it has the potential to be a good mediator between the governors and the governed. The trust of information on New Media is on rise

Evolution of Radio and Television as a New Digital Technology

Radio transmission as a medium has evolved emphatically since its inception. The discoveries and developments in the field of wireless communication technology by Heinrich Hertz and Guglielmo Marconi led to the creation of radio-telegraphy, which was a vital form of point-to-point communication, often used for ship-to-shore and ship-to-ship communication. These early forms of radio communication were private in function. From the early 1900s onwards, a cul-

ture began to grow around the idea of radio as a form of entertainment and recreation [6]. Radio would enter the public sphere, and function to re-present society and culture, and bring national discourse to peoples' doorsteps. Radio broadcasting was an innovation of its time, loved for its ability to reflect the thoughts and lives of the public. It was hailed as a cultural barometer, a medium that could track and reflect important cultural, social and political changes happening around us. It was the combination of the schoolhouse, the church, the public rostrum, the newspaper, the theater, the concert hall – in fact, all media devoted to the enlightenment, and education of the people. Radio gave its audience a chance to participate in social discourse that may have never engaged them before. One of the main problems for early radio broadcasting was the lack of legislation surrounding the medium. With more stations were popping up nationwide, signals were interfering and overlapping constantly. Television began in India way back in 1959 as a part of All India Radio when it was formally commissioned on September 15 as an experimental service. Its aim was to promote social education and general awareness. On August 1, 1975 a Satellite Instructional Television Experiment (SITE) was launched with the help of an American Satellite for a period of one year when 2400 villages in six states - Orissa, Bihar, Rajasthan,

Madhya Pradesh, Andhra Pradesh and Karnataka were exposed to area specific program beamed with the help of the satellite. The experiment was successful and was universally lauded. The program content had the three necessary ingredients of entertainment, education and information. There was no denying that Doordarshan had become a catalyst to social change Television went commercial from January 1, 1976 and now good numbers of sponsored programs are telecast on Doordarshan, increasing its revenue. On March 22, 2000, INSAT- 3 B was launched under the INSAT series. It has three Ku-band transponders with 12 extended C-band transponders and Sband mobile Satellite service

payloads. These will double the capacity, which was earlier, provided by seven transponders of INSAT-2B and INSAT-2C.

Emerging trends of Electronic Media (Radio and Television)

Role of electronic media, both radio and television is to be conceived in terms of representing adequately different social interests also [2]. They have to give adequate expression to the full range of cultural-political values in society. Radio is increasingly becoming an aggregator, a filter for the abundance of information, useful especially for the non-prosumer listeners, who do not publish videos and have no time to explore friends' pro-

files, which are a true goldmine to discover new trends [4]. Today, radio is available across multiple platforms. It can be streamed live online on the Internet or through mobile applications on smart phones as well as through the DAB (Digital Audio Broadcasting) system which broadcasts online as well as to specially designed DAB radios. Initially, the culture of radio was always linked to the culture of sound, but today new radio content is frequently linked to visual models e.g. text, video, web pages. The most important development that has revolutionized not only the media system in India but the entire society has undergone a dramatic change is the availability of multiple channels on television - either direct through satellite or through cable TV [6].

Television, being an audio-visual medium, brings us into contact with events in an exciting and clarifying way. For example, a live telecast of a national event such as celebration of golden jubilee year of independence, or launching of a satellite, offers meaning to the events that no amount of reading or still pictures or even films could match. Television is considered as a mirror of a nation's personality. It can recall the past, dwell upon the present and peep into the future of a society. This role of television is all the more relevant to a country like India, having continental dimensions and innumerable diversities. Television has the capacity to

reach the largest number of people in the shortest possible time. People learn through the eyes and ears both thus, gain greater knowledge and understanding of the subject. The boom in television industries has not only affected urban masses but the rural masses are also fascinated with this media. Now this has become one of the most important media of mass communication for rural masses. It has played a major role in transferring the latest technological know-how to the rural people. Television plays a central role in all aspects of contemporary society; from art, sports, and politics to entertainment, education, and marketing. An informed knowledge and critical understanding of this medium not only provides invaluable insights into ways in which we communicate, represent and reflect on ourselves and the world. It is also highly

relevant to a broad range of careers in today's highly mobile and competitive job market. Television has been criticized around the world for the way they present risks. They have been accused of either not warning their viewers enough, or of exaggerating and sensationalizing the risks, thus undermining public acceptance of technologies and encouraging sub-optimal individual and political decisions.

Future of Radio and Television in Digital Era

In Today's world, radio is relevant. Though it is easy to say that the world has gone digital, the radio will not be extinct. A radio is something which you can carry around, requires neither data streaming nor Internet bandwidth, and is free of cost. Radio listening has already moved to streaming for music and is rapidly moving to podcasting for talk [5]. Streaming (Spotify, Apple Music, et. al.) offers infinitely more music than one can find on the radio or buy anywhere—all at listeners' convenience.

Podcasting gives listeners a way to hear what they want at their convenience as well. Streaming and podcasting also offer ways to avoid advertising. Subscription TV over the Internet is now more popular than cable (including satellite TV, and will eventually eat cable TV almost entirely. Radio's continued popularity today owes almost entirely to car radios. Mobile Internet will eat away at that as well. One exception is satellite radio, which is still growing, but at the expense of terrestrial radio. Some radio will survive especially in places cellular data doesn't reach but TV will disappear from over-the-air and even from cable. Still, because forms tend to persist even when their legacy media are gone, you can expect familiar forms of "content" (e.g. shows, games and programs) to persist as legacy conventions.

It is also significant that whole countries are phasing out radio. Take an

AM/FM radio into Norway, and you'll hear nothing but static. (Though at night some AM will bounce in from elsewhere off the ionosphere.)

One more thing killing broadcasting is the cost of transmitters, and the financial gains to be made by getting rid of them [3]. AM radio transmits from towers up to hundreds of feet high, on large parcels of land. In many cases that land is worth more sold than kept? FM radio and TV both transmit from relatively small antennas on tall buildings, towers and the tops of hills or mountains.

Conclusion

The continued popularity of radio is that it allows for multi-tasking as your eyes are not fixed on a display screen. Radio can adapt to new emerging digital technologies such as Digital Audio Broadcasting (DAB) and online streaming, as well as the convergence of modes that can occur across technologies today.

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