

## Chapter 15

# Changing Trends of Media Ownership: Marketing Through Community Engagement in Hindi Television News Channels

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### **ABSTRACT**

*This research study is based on changing media ownership and its relationship with the audience, keeping ethics in context. Thematic review of literature was done to check the availability of information for the four objectives. The methodology adopted was case study of Network 18 and NDTV, taken over by business conglomerates Adani and Reliance. The study was also conducted by talking to senior journalists of NDTV, Network 18, Aajtak, ABP News, and News X. Ethics and connection with the audience in content by journalists was a major concern. The researcher has studied channels' ownership patterns, marketing strategies, and to established the role of ownership in media businesses.*

### **INTRODUCTION**

The media is critical in alerting the public about community engagement, public welfare, and environmental dangers. Amidst the fact that climate change is a worldwide issue, developing nations such as India are typically more sensitive to its consequences owing to poverty, illiteracy, and a lack of public knowledge (Thaker, Zhao, & Leiserowitz, 2017).

For the first time in nations “outside the West,” such as the Middle East, Africa, and Asia, a new type of “entertaining news” received mostly through television has become a privileged sphere of politics. The

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## ***Changing Trends of Media Ownership***

Indian media, by ensuring adequate and accurate coverage of community engagement issues from reliable sources, can help to increase public participation among a mainly uninformed populace (Roy, 2015).

Political media ownership and the creation of near monopolies in the markets for languages, states, and metros affect TV content distribution. Among the national cable providers, there are examples of cross-media ownership. Such information is either deeply buried or provided in an opaque manner. The companies are deploying marketing strategies to build community engagement as per the changing trends.

The political ramifications of this development How do media and politics intersect in these regions, and how does media ownership play an important role in it? These issues are discussed using a case study as a method of research. The world's biggest democracy, where two decades of media development and liberalisation have resulted in the world's largest number of commercial television news stations (Chakravartty & Roy, 2013), is the subject of this research.

### **Objectives**

1. To assess the ownership patterns of Hindi TV news channels.
2. To explore the sources of revenue for Hindi TV news channels.
3. To find out about the ethical paradigm shift in Hindi, watch TV news channels.
4. to observe engagement with the community on Hindi TV news channels.

## **REVIEW OF LITERATURE**

### **Sources of Revenue for Hindi TV News Channels**

The media and communications industries have grown rapidly in India because of liberalisation and the opening up of the sky. When the researcher contemplates multiple cultural flows in the age of globalisation, capital privileges appear to be fading. This dissertation makes the case that a more accurate analysis would have to consider media ownership trends in order to identify who is in charge. This method does not have a single winner. New Indian enterprises that have profited from established Indian and worldwide commercial giants' political clout are challenging their interests and their big pockets. They are influencing our media landscape and history together (Sumanth, 2011). The Federation of Indian Chambers of Commerce and Business (FICCI) and KPMG (Klynveld Peat Marwick Goerdeler) jointly released a report in 2014 that stated, "Today, India's M&E industry reaches millions of people." These are all platforms with the capacity to effect change and act as catalysts for transformation. The year 2013 was turbulent for the sector. The industry encountered a number of difficulties during the economic downturn, both commercial and regulatory. The industry's basis, however, was strengthened in 2013 in order to position itself for expansion when the economy picked up. The study presents substantial proof that, in comparison to all other Indian industries, the media and entertainment sector in India has grown significantly (Thussu, 2007).

The sector is still expanding in many different ways, for a variety of reasons, and there is still room for greater growth, expansion, and penetration. India has a big, untapped media market. Thussu (2007) The majority of experts concur that this market will likely experience significant expansion, consolidation, and convergence during the next few years. The changes will be brought about by digitization, globalisation, and the proliferation of traditional media firms in markets like the internet and television,

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