

Dominated Market-ism in Media: Situation and Diagnosis

Ms. Shobha Chaudhary

Research Scholar, Department of Journalism & Mass Communication
Khawaja Moinuddin Chishti Language University, Lucknow, UP

Dr. Ritesh Chaudhary

Associate Professor, School of Media, Journalism & Film Making
Himgiri Zee University, Dehradun, UK

Abstract: Media is also relevant as long as there is a human society. The curious tendency of human beings is important behind this. Man has been curious since the beginning. For this reason, he needed communication. He invented the first language. Then made information carriers like pigeons, messengers and hawkers. The evidence found in the excavation of Mohenjodaro, Harappa testifies that the media was in some form among us even in the beginning of civilization. Written information on the walls of the place is well appreciated. The inscriptions of Emperor Ashoka also appear to tell the story of the curious tendency of media and human society. However, since then, there has been a difference of ground and sky in today's era. With the increasing influence of information technology, new changes are being seen in the media.

Keyword: Dominated, market, media, technology, print media

The tradition of modern journalism which is more than two hundred years old has now disappeared due to satellite communication revolution. The diverse forms of media have greatly increased the scope and importance of the diversity of news. The graph of devaluation of news and credibility of mediums may rise or fall due to the constant interference and pressure in the lifestyle of the human being by media such as radio, television, internet, web media and digital media, but the news among readers, audience and listeners The attraction of is constantly increasing. Just as communication technology has become the lifeline of the entire world, similarly news has become the central element of all mass media including media. Its attractiveness and authenticity is its first and last criterion.

The first newspapers of the country published by James Augustus Hickey in 1780, Bengal Gazette or Calcutta General Advertiser and the first Hindi newspaper published in 1826, UdantaMartand, are left behind. Whether the arrival of radio in 1921 or television in 1959, the present form of all has changed completely. The advent of the Internet has brought a new revolution in the field of information. Now print newspapers can be viewed anywhere on the Internet, except on paper, across the seven seas. Now radio and television can also be heard and seen online anywhere. With the

advent of Internet, the entire media world has become global. This is due to human tendency. As people's appetite for information increased, so did new inventions in information technology. Not only geographical distance of media is limited by the craze of increasing information power among the people, but a lot of change can also be seen in its content and presentation.

Technological changes have brought the media into a competitive phase. Here he has to adopt Darwin's theory of natural selection to keep himself abusive. Behind this is the penetration of marketism in the media sector. Rising marketism has made the media a bit kinky. The word was sometimes called Brahma. Some information was called for to be printed in the newspaper, but now the scenario has changed. Governance power does not matter much now that any news is published in the media. Certainly the media has lost its credibility. Since the circulation of paid news in news papers, most people have started avoiding taking it seriously. Apart from this, public interest in the contents is also going away. Now there is an abundance of news related to crime, cricket, comedy, celebrity, cinema and sex. Whatever is left of these, then the political news is there. In the 21st century, paid news has emerged as an anointing in front of the entire media. Most reporters and editors are willing to pay the full price for creating and publishing and publishing sponsored semi-untrue and untrue news. He has given priority to private interests in covering the public interest. The history from Harshad Mehta to Ramalingam Raju of Satyam Computers and from the 2007 assembly elections to the 2009 Lok Sabha elections is a testimony of how and in what ways media owners have recovered money for publishing news. The media is in the dock regarding paid news. When there were allegations of media selling in the Lok Sabha elections, the matter went a long way. The complaint also reached the Press Council. The media too had seen the splatter of their eyes with concern. Still the situation remains the same. The organization named Editor often looks like a loss. The bourgeoisie appears in the role of both owner and editor. In such a situation there is little scope for improvement.

The story of radio looks somewhat different. While state-owned Akashvani is avoiding giving up its old practice, private sector FM radio channels rarely add to the public interest in their presentation. In his presentation, mostly news related to crime, cricket, comedy, celebrity, cinema and sex is full of news. Due to the officialization of Akashvani, it has become like a blur of presentation. This is the reason that from where today the world has reached and the Chola of Akashvani is seen there. He is not willing to change with the current needs. Whereas in the past the possibilities were seen only in radis. The reason for this was that it should reach 90 percent of the people of the country. It was the cheapest medium of information in a simple and accessible language. Perhaps this is why, on November 12, 1947, at three o'clock on the day of Diwali, the Father of the Nation Mahatma Gandhi went to the Akashvani Bhavan in Delhi, when he took the mic in his hand and said, 'I am seeing power in this, the miraculous power of God.' In fact, when Doordarshan was separated from Akashvani, it was neglected by its rulers. In today's time, there is no new vision to be seen with Akashvani. Whereas private FM channels have no concern with public interest. They only have to entertain, for that they only need to maintain a level. Due to the low quality and reach of community radio, they remain out of the race despite being relevant today.

Television has spoiled the nature of media. When it was being expanded from India to Akashvani. In view of the recommendations of the Ashok Kumar Chanda Committee, its properties were being seen, then most of the media persons began to realize that now the days of newspapers and radio are

going to be over. This gave rise to the possibility of becoming a very powerful medium due to the advantages of being visual with audio. But here too the ghost of governmentalization dominated. Its news was always seen from the eyes of disbelief. Nothing new is seen in its news. Doordarshan's news channel DD News has the condition that the Hindi-English bulletins of Star News and Zee News were used in the decade of 90s are the methods of scheduling the program today. Whereas then there was the misconception that people of India give equal importance to Hindi-English. However, it became unacceptable when Aaj Tak started broadcasting 24 × 7 Hindi news channel, separated from DD matrons, which is now closed and had already achieved the status of nation number one news channel in the year. After this success till date, Star and Zee and the newly opened news channels also worked to change their policies and they began to give more preference to Hindi news, sensing the mood of the audience. But DD News is still living in the same old era. Private channels have been flooded in the last one and a half decades. In these channels, the direction of news has started to determine the market. Here, the sensibilities and feelings of the society have become a disposable subject matter before the challenge of marketism. These channels consist of a continuous broadcast of 52 hours of falling into the pit of a child Prince of a village in Kurukshetra or a live event of suicide by burning himself for his right in Varanasi. Sensations have disappeared everywhere. If these channels want anything, it must be some spicy news that creates sensation. This same character of television served to further strengthen the newspapers, which were said to be two decades ago that their days would be over.

Today's youth are mainly connected to the Internet. The moment the incident happens, they become aware of it. In addition to computers, most of the youth are also connected to the net through mobile. Actually, these mediums transmit information across all fields. Coordinates the ends of motion and time. The hunger of youth to get information has made this mode more attractive. It is attractive that now the news papers have opened the internet version along with the print edition. Equipped with the latest information, these e-papers can view and read newspapers online anywhere, anytime. Broadcasting of radio and TV news channels is also readily available on the Internet. One special thing that came out from the Internet is that it has done the work of realizing the vision of Citizen Journalist. Social networking sites Twitter, Facebook, YouTube and Blogs have provided a new platform for people to express themselves. However, independence on this platform seems to be turning into independence. This mode has been hurt by the peoples' pornographic and defamatory pictures and comments. Science and Technology Minister Kapil Sibal and the court have had to take a hard stand in this matter. The Information Technology Act-2000 meant for monitoring them is proving ineffective. In such a situation, despite all the possibilities, the lack of seriousness in this mode has increased.

In short, today's media is starting to believe more in sensational news. There is a decline in the sense of responsibility in it day by day. The involvement of many journalists in NeeraRadiaTapekand seems to confirm this. The Press Council is also silent on this matter. He forgets his moral and social responsibility to raise, pounce and provoke an issue. He should be more responsible. Looking at the history of journalism, newspapers contributed to the war of independence which was unique. That period was a great honor for Indian journalism and journalists. In fact, it is necessary that the selection and presentation of news in newspapers is aimed at giving power to the moral traditions, rituals and beliefs of the society. If we consider, there seems to be a major fundamental difference

between literature and journalism. Literature focuses on culture, science, art and other genres of knowledge, while news gains prestige and popularity among readers due to its diversity, originality, quality and reliability. The old relationship between the news and the reporter is still unbreakable. The reporter is the investigator and presenter of the news. That is why the reporter needs to be seduced by marketism first. This can only be possible through better coordination between newspaper owners and journalists.

Now the competition to get the first thing is more important than the test of the credibility of the news for the media of the maladies of marketism. With the advent of electronic media, the pressure on journalists to sponsor and produce news, apart from sensationalizing the news, has started to appear directly. It is a very disgusting form of media that has turned from profession to profession that journalists are now searching for sensational and salable news rather than public interest.

Due to the changing environment and globalization, the rapid changes in the journalistic world are visible, due to which a kind of concern is definitely arising. To increase the readership or TRP, the way news is being served to the people by sensation, it seems that journalism has forgotten its basic principles Jan Jagran, Jan Chetna and Disha. In today's era, the media has started seeing heroism even in the villains due to the professionalism of setting new paradigms and staying on fire from others. The way people related to criminal background (Dawood, Veerappan, Phoolan Devi, Dadua, Abu Salem, ChhotaRajan, ArunGawli, Ashwin Naik, Bablu Srivastava etc.) are getting front page coverage, in the last decade The generation has the wrong message. The way wrong politicians are being given coverage, it is also going wrong in the society.

Alam is that the youth of today may not know Mahatma Gandhi, Pandit Nehru, SardarBhagat Singh, Chandrasekhar Azad, MaulanaAbulKalam Azad and Khan Abdul Gaffar alias Sarhadi Gandhi, but the names of mafias, film diamonds and scamsters on his tongue it occurs. The new generation may not know the real heroes like LoknayakJayaprakash Narayan and Dr. Ram Manohar Lohia, but he considers it his duty to remember Amitabh Bachchan as his birthday. While the electronic media is busy serving glamor, the print media is now trying to prove itself weak in the glare of marketism by bringing page-three into the trend.

In this way, whether print or electronic or web media, the impact of marketism is clearly reflected on everyone. Monitoring agencies are either passive or proving to be disposable. Whether it is print media or electronic media, both you need to make changes in your character, character and face. If marketism is helpless for them, then their need to join the public concern. For this reason, mass media needs to be connected with the public. If she continues to be alienated by this, then one day the question mark will stand on her existence. As for the Interpol Police, the matter of web media is needed for it to operate the International Internet Act so that it can curb the defamatory activities happening through the Internet. Press labor needs to be equipped with corrective programs and the right of punishment, instead of making only visible teeth. Above all, the most important thing is that proper training of journalists considered to be the axis of media is also very important.

References:

1. Research Journal, News: Emerging Dimensions, Changing Forms, Department of Mass Communication and Journalism, University of Mumbai, Mumbai, Edition: 2009-10

Dominated Market-ism in Media: Situation and Diagnosis

2. Shobha Chaudhary, and Ritesh Chaudhary. "An analytical study Social Media: Strong Medium of Expression." *International Journal Of Advance Research And Innovative Ideas In Education* 6.5(2020) : 1930-1934.
3. Research Journal, Press, Mahamana Madan Mohan Malviya Institute of Hindi Journalism Mahatma Gandhi Kashi Vidyapeeth, Varanasi, Edition: July 2011
4. Ritesh Chaudhary, Shobha Chaudhary. "A study of utilization of media for traffic awareness." *Journal of Critical Reviews* 7.4 (2020), 4070-4077. Print. doi:10.31838/jcr.07.04.452
5. Research journal, Communication Today, published by popular printer Jaipur for Dr. Sanjeev Bhanawat, edition: October-December 2010.
6. Research Journal, Research Views, Creation Committee Varanasi, Edition: October-December 2011
7. Research journal, Sanchar Shree, Sanchar Bhawan Journalism and Mass Communication Department Lucknow University, Lucknow, edition: April-June 2008
8. Ruchita Sujai Chowdhary, Ritesh Chaudhary Bollywood Shows. "Lesbian Women as Stereotypes & Male Fantasies: A Case Study of Lesbian Characters in Hindi Cinema", published in *International Journal of Advance Research and Innovative Ideas in Education*, Vol-6 Issue-5 2020, ISSN(O)-2395-4396.
9. Ritesh Chaudhary, Shobha Chaudhary. "A study on the role of social media on political campaign in india." *Journal of Critical Reviews* 7.4 (2020), 4078-4081. Print. doi:10.31838/jcr.07.04.453
10. Research Journal, Sanchar Shree, Sanchar Bhawan Journalism and Mass Communication Department Lucknow University, Lucknow, edition: October-December 2008
11. Dr. BN Singh, *Social Concerns and Media*, UPRTOU, 2011
12. Dr. Arjun Tiwari, *Mass Communication and Hindi Journalism*, JayabharathiPrakashan Allahabad, 2005
13. Rawat, Gyanendra, *Media and Electronic Media*, NatrajPrakashan, Delhi, 2005
14. Shobha Chaudhary, Ruchita Sujai Chowdhary, Ritesh Chaudhary. "To study the role of media in the promotion of responsible-tourism." *Journal of Critical Reviews* 7.4 (2020), 4132-4135. Print. doi:10.31838/jcr.07.04.460
15. Ritesh Chaudhary, Shobha Chaudhary. "Freedom of Press and Media Ethics: A Comparative Study", published in *International Journal of Media, Journalism and Mass Communications*, Volume 6, Issue 4, 2020, PP 20-23, ISSN 2454-9479.