IMPACT OF MEDIA AND ENTERTAINMENT IN THEINDIAN SOCIETY

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Abstract

Media and entertainment has contributed a lot to the country to climb up the stairs of development.It plays an important role in the development of the country. Media and entertainment has different segments under its roof such as television, radio, film industry, advertisements, internet, print, etc. Media is not just a source of entertainment but also reflects the day to day happenings in the country. Not only in urban India but it is also spread over the rural India which covers about 70 percent of the population. So, it is very important to look into the development of rural areas along with the urban areas.

We will talk about the roles played by media and entertainment in both rural and urban India. The industry is to grow by 13.2% cumulatively over 2011-15 to reach INR 1199 billion as forecasted by PwC.

Moreover, media and entertainment industry provide employment opportunities and provides a platform for the youth to make their career.

We will be concluding with the suggestions about what else can be done by the Media and Entertainment industryto make a developed Indian society.

Keyword: employment opportunities, career, development of rural area.

Introduction

In India, 70 percent of the population lives in rural area whereas 30 percent lives in urban area. So, the rural area should be essentially developed along with the urban area. Media and entertainment industry has registered an explosive growth in the last two decades. Indian Media and Entertainment industry grew 11.2 percent in 2010 on the back of improved economic condition just after the recession. TV, Print and Film dominate over Media and Entertainment industry and will continue the same in foreseeable future.

Media is not only an entertainment but a medium of reflection of the happenings in the country. It has become an essential and important part of our life. From the only national channel"Doordarshan" to more than 400 channels that are telecasted today, from black and white cinema to the world of colours on screen and the unimaginable life without internet.

Media facilitates village people to fulfill their ICE needs i.e. the need to be informed, communicated and educated about the technological advancements, government policies, etc.

REVIEW OF LITERATURE

Williams et al (2008) in A review of online social networking profiles by adolescents states that Social networking profiles involve individuals creating and maintaining personal Internet sites allowing authors and other users to post content, thus creating a personal network.Lenhart and Madden (2007) in Adolescent social networking, said that in the past five years social networking has "rocketed from a niche activity into a phenomenon that engages tens of millions of Internet users. The study proposes that online social networking profiles posted by adolescents con- tain intimate, candid, and observable self-disclosure and peer interaction that can be analyzed creating an overall picture of adolescent behavior, highlight- ing specific areas needing additional research, and addressing implications for parental monitoring and intervention. Lehnhart and Madden state that fifty-fivepercent of teenagers use and create online social networking pro- files. They opine that with more than half of teenage Internet users interacting online, the concept of blogging is a salient research topic investigating what adolescents are blogging about, how they are socially interacting, and what potential effects this phenomena may have on other dimensions of their lives.

Boyd (2007) says that gender appears to influence participation on social network sites. Younger boys are more likely to participate than younger girls (46% vs. 44%) but older girls are far more likely to participate than older boys (70% vs. 57%). Older boys are twice as likely to use the sites to flirt and slightly more likely to use the sites to meet new people than girls of their age. Older girls are far more likely to use these sites to communicate with friends they see in person than younger people or boys of their age.Larsen (2009), based on the empirical data, says that both genders seek the acknowledgement they get from having their looks commented on, but the girls are more preoccupied with what kind of comments they get and whom they come from. In general, it is very important that the comments come from friends and people they know, rather than strangers. This indicates that photo comments are not just about having ones outer looks valued and ac- knowledged (identity construction), but also about practising and maintaining friendships

Lenhart (2009) reveals that the share of adult Internet users who have a profile on an online social network site has more than quadrupled in the past four years – from 8% in 2005 to 35% now, according to the Pew Internet & American Life Projects December 2008 tracking survey. While media cover- age and policy attention focus heavily on how children and youth use social network sites, adults still make up the bulk of the users of these websites. Adults make up a larger portion of the US population than teens, which is why the 35% number represents a larger number of users than the 65% of online teens who also use online social networks. Still, younger online adults are much more likely than their older counterparts to use social networks, with 75% of adults (18-24) using these networks, compared to just 7% of adults 65 and older. At its core, use of online social networks is still a phenomenon of the young.Knight (2006) in the article Is Social Networking Losing Clout With Youth? explains that according to ratings, in 2003, teens were most likely to visit icon sites for instant messaging. The most popular sites then were Origi- nalIcons.com (77%) and BluntTruth.com (76%). Today (in 2006) the most popular sites are PLyrics.com (68%) and SnapVine.com (67%). Both of these sites offer social networking tools. The older generation is also visiting these sites, according to comScore. More than half of the visitors to popular MyS- pace were 35 and over. For marketers, this is a good thing. A new report from Compete indicates that social networkers, no matter their age, are cre- ating their own e-commerce system. According to the report, those on social networking sites have more discretionary income, shop online

more and pay less attention to traditional media. That is a host of potential customers just waiting to be tapped into.

Subrahmanyam (2006) suggests that youth spending on data services rep- resents almost 50 percent of all mobile spending in most mature markets. Not only are youth the early adopters of most new technologies, they are also among the more sophisticated users of it as well. In fact, Livingstone and Bober (2005) have coined the term reverse socialization to characterize the shifting nature of socialization that occurs in many families, as teenage chil- dren are often more knowledgeable than their parent about these technologies. Research has also suggested that adolescents interactions with these new tech- nologies are often at the vanguard of trends. Among adolescents, communi- cation is the most important use of the Internet and the popular communica- tion applications include, e-mail, instant messaging (private, one-on-one, text- based conversations), chat rooms (communication systems that allow text-based conversation among multiple users), and the newest craze social net- working sites (connects people together) including blogs (www.livejournal.com), MySpace and Facebook. Although we know that adolescents are spending considerable amounts of time on these applications, many questions remain. Firstly, what are teens doing in communication forums such as chat rooms and blogs? What do they talk about? Secondly, are these online communica- tion activities fundamentally changing adolescent behavior or are they simply providing new venues for traditional adolescent behavior? Lastly, what is the relation between teen virtual worlds and real worlds? Are teen participants leaving behind real lives when interacting online or do virtual worlds reflect themes that are traditionally adolescent ones?Wintour (2009) in the article titled Facebook and Bebo rist infantilizing the human mind says that Social networking sites, such as Facebook, are putting attention span in jeopardy. Wintour refers to Baroness Greenfield who believes ministers have not yet looked at the broad cultural and psycholog- ical effect ofon-screen friendships via Facebook, Bebo and Twitter ; She has told the House of Lords that children's experiences on social network- ing sites "are devoid of cohesive narrative and long-term significance and as a consequence, themid-21st century mind might almost be infantilized, char- acterized by short attention spans, sensationalism, inability to empathize and a shaky sense of identity". Arguing that social network sites are putting at- tention span in jeopardy, she said: "If the young brain is exposed from the outset to a world of fast action and reaction, of instant new screen images flashing up with the press of a key, such rapid interchange might accustom the brain to operate over such timescales. Perhaps when in the real world such responses are not immediately forthcoming, we will see such behaviours and call themattention-deficit disorder."It might be helpful to investigate whether the near total submersion of our culture in screen technologies over the last decade might in some way be linked to the threefold increase over this period in prescriptions for methylphenidate, the drug prescribed for attention-deficithyperactivity disorder."

Tynes (2007) in an article Internet Safety Gone Wild? Sacrificing the Ed- ucational and Psychosocial Benefits of Online Social Environments indicates that online socialization through networks like Facebook are more beneficial to the development of adolescents than they are harmful or dangerous. "Many Internet safety and parenting experts suggest that parents prohibit their teens from social networking sites and other online spaces where predators may lurk [But] banning adolescents from social networking sites - if this were even fea- sible - as well as monitoring too closely might close off avenues for benefi- cial cognitive and psychosocial development that are available to young peo- ple in the online social world," claims Tynes, Assistant Professor of African American Studies and Educational Psychology at the University of Illinois at Urbana-Champaign.
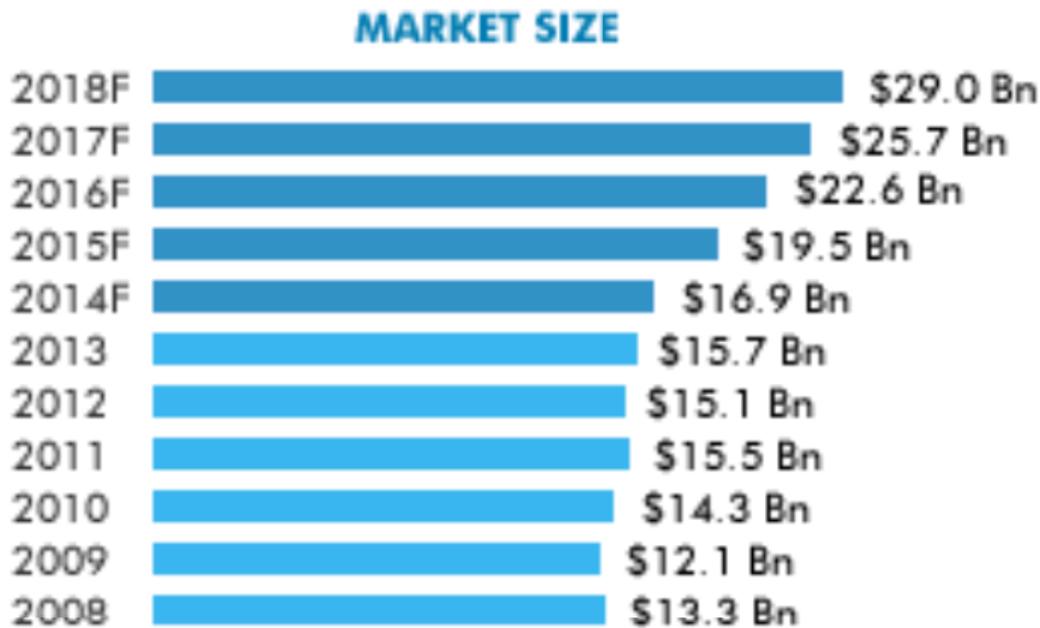
Outlook for major segments of the Indian Media and Entertainment in 2011-15 are as follows:

Television: The sector is projected to command half of the entertainment pie by 2015 as it is estimated to grow at a robust 14.5percent cumulatively over the next five years,from an estimated INR 306.5 billion in 2010 to INR 602.5 billion by 2015.

Film: The sector is projected to grow at a CAGR of 9.3percent over the next five years,reaching INR 136.5 billion in 2015 from the present INR 87.5 billion in 2010.

Print Media: The sector is projected to grow by 9.6 percent over the period 2011-15,reaching INR 282 billion in 2015 from the present INR 178.7 billion in 2010.

Internet advertising: With rebound in overall advertising, internet advertising too is projected to grow by 25.5percent over the next five years and reach an estimated INR 24 billion in 2015 from the present INR 7.7 billion in 2010.

Market size of Indian Entertainment Industry:

MARKET SIZE

Year	Market Size
2018F	$29.0 Bn
2017F	$25.7 Bn
2016F	$22.6 Bn
2015F	$19.5 Bn
2014F	$16.9 Bn
2013	$15.7 Bn
2012	$15.1 Bn
2011	$15.5 Bn
2010	$14.3 Bn
2009	$12.1 Bn
2008	$13.3 Bn

In 2013, the Indian media and entertainment industry registered the growth of 11.8 percent over 2012 and touched US $15.7 billion.

SIZE OF MAJOR ENTERTAINMENT INDUSTRY SEGMENT 2018:
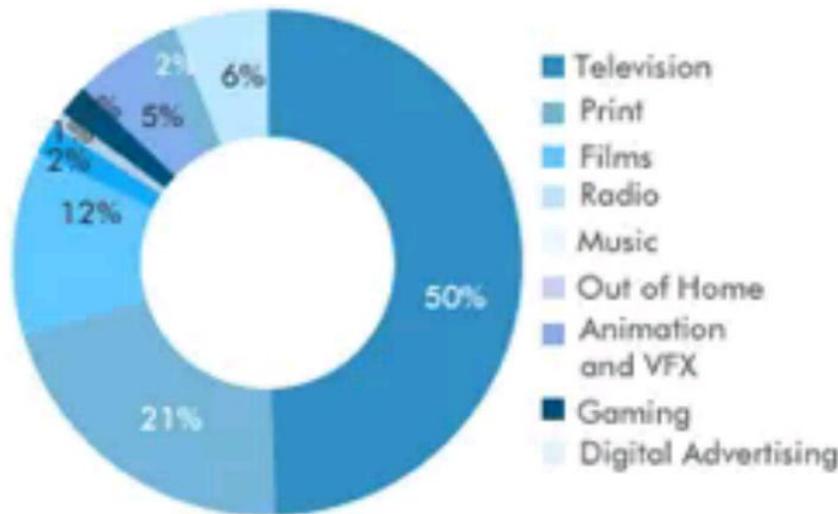
The television segment dominate the entertainment industry, accounting for 45 percent of the market share in terms of revenue which is expected to grow further to 50 percent by 2018.

Role of Print Media in Indian society:

To grow and lead a successful life, it is essential for the people to be able to adopt the changes socially, economically and technologically. A newspaper is the most relevant way of providing information to the people. Even the people in the rural areas are needed to be informed about the changes happening in the world, the information of latest technologies and how can they contribute to make India a developed nation. The newspapers are the most easily available media in the rural areas. The rural area which has reported a literacy rate of 68.9 percent prefers newspaper as the best way to connect with the world as available in all local languages.

Print media provides scientific knowledge, imparts adult education, promotes social awareness and development. Rural press can disseminate information and knowledge about nutrition, health and hygiene, improved farm practices, development plans and programs, policies of government for poverty alleviation and rural banking facilities.

Role of Television in Indian society

Television first came to India in the form of Doordarshan on Sept 15,1959.It is a major part of mass media.Its a huge industry and has thousands of programs in all the states of India.Today more than 400 channels are available which shows the different programs for the people of different age groups. Along with entertainment, television makes people conscious about their etiquettes, language skills, hobbies, social relations, religious beliefs.

A television can be termed as "Alive Newspaper". The advertisements are an important part of television. The news or advertisements that are shown the screen are more influencive. It aims at improving political, economical and social lives of the people in rural as well as urban India. There are many villages and tribal areas who are struggling for their living. They may be situated in the dense forests and are beyond the reach of government. But it is the camera of a journalist that covers the life of these backward regions. It is the media that shows the urban people that their rural countrymates are in need of what.

Media not just has an impact on the common people but also influence the government to take measures for the development of rural areas. This media, in turn, telecasts the measures of development taken by the government.

DTH , i.e. Direct-To-Home television, is the reception of the satellite programmes with a personal dish in an individual home.

Some of them are Airtel Digital TV, Tata Sky, Dish TV, Reliance Digital TV, Sun Direct,etc.

Digitalization has played an important role in making the cities and villages accessible to different channels. Also the DTH service providers have additional services apart from the TV shows. For example : AIRTEL DIGITAL TV, has designed 'ikidsworld' for children that combines the world of entertainment with high value education. It has brought stories, hobbies, maths, science, social studies, rhymes, songs, quizzes, etc. on screen that can make learning enjoyable to the children.

TV shows that are telecasted today reflects the day to day happening of the world .The shows have a wide impact on the mind of the people in the society. Shows like "Satyamev Jayate" are great initiative and are making people in India think and act in the best interest of the society. There are many reality shows that provides platform to perform and show our talent.

"Savdhan India", the series makes the viewers cautious about the crime that is happening around us. Some other likely shows are Gumrah , Crime Patrol which creates awareness in the society and also develops a strength of fighting against the crime.

It was a time when TV serials were basically based on the conspiracy among the family members. But now the producers are focused on bringing the reality of life into the eyes of the people.

Films

Cinema has truly played a major role in changing our society. Patriotic movies , comedy movies, adventure movies etc. exercise a great influence on the mind of the people. In our society there are many practices and tradition that are based on ignorance and which have withheld the progress of our society. Rigidity in cast system, untouchability dowry system and purdah system have done enormous harm to our society. The film industries can do a lot to eradicate these evils. They can be used for promoting national integration, prohibition, intercaste marriages, family planning, eradication of

illiteracy etc. The cinema can be used as an instrument to help people get rid of obscurantism and also to guide them along to right path.

The movies of superstars that earns a great amount not only for the film industry but also positively affects the Indian economy. Bollywood , generally referred to as Hindi film cinema, is one of the largest centres of film production in the world. The film producers also focus on producing films based on motivation for the students in schools and colleges, such ason the life of politicians, on the life of actors and actresses, the world of modelling etc.

There are movies that are produced exploring the themes such as farmers suicides and women empowerment.

"Peepli Live"- A movie showed the situation of the poor farmers who are left with no other option except for committing suicides.

"Mother India" A movie based on woman empowerment

"Rang De Basnti" A motivational movie for youth

"Chak De India" A patriotic movie based on the power of women.

Role of Advertisement

Advertisement is the promotion of product and services. This gives the companies a way to expose their products to the people and hence maximize their sales. It has positive aspects of social and economical impact on society. It can be used to generate awareness among public that which product they used and to which product they can say no. It is also used to educate people about certain disease or danger (ex AIDS, Swine flu). Disease like polio could never have been controlled if the timings for polio drops aren't advertised regularly.

Advertising can also be used to inform public about social events like concerts and performances. Charity can use media to advertise about illness and encourage people for donation.

Role of Internet

The internet has been around for a good amount of time and has shaped and affected the society. The past, present, and future of the internet demonstrates that its an amazing creation that has positively impacted society. It has played major role in opening up the untapped markets of the country and bestowed the benefits of globalization on the Indian people. Tourism and travel industry, e - commerce transactions, net banking etc. are some of the fields where internet is of great use . The social networking websites connects the people anywhere and everywhere.

To accommodate rapid urbanization, the government of India has allocated US $1.2 billion in fiscal year 2014-15 to build 100 new smart cities, and to develop satellite towns around existing cities.

Especially, despite of power shortages in Indian rural areas the popularity of internet is rapidly increasing. Government is taking initiatives in providing the villages with the benefits of media.

As of July 2014,Indian government has allocated Rs.500 Crore for its Digital India Campaign that aims to set up broadband services in rural India.

SUGGESTIONS

Awareness about the proper usage of internet

The usage of internet has increased by an alarming rate. But this usage is just because of use of social networking websites like facebook, whatsApp etc. This increase was not only found in urban area but also in the rural area. But internet is not just about the social websites but is an ocean of knowledge. It has lots of information that can be useful to us.It is the easiest way to get information. In the rural areas, people use internet as the source of entertainment but are not aware that this technology can help them in many ways.They can get information about the advanced methods of performing agriculture. They can learn that how can they get maximum yield in less investment, proper use of pesticides, organic farming, use of the wastes left after agriculture, etc.

Training for the use of internet

Using internet doesnot require a person to be educated. It just require a proper training as the informations on internet is available in almost all languages. It can be easily read and understood by the people according to their languages in different states.

Smart Villages

Government of India has planned to create 100 smart cities. Narendra Modi's government has set aside 70.6 billion rupees to achieve the goal of modernizing urban India. Smart city means the proper use of technology and manage resources efficiently. The people in rural India can make use of internet and learn the proper use of resources. Also they can lessons of recycling paper wastes etc. Also, the set up of internet service providers in rural area and making wi-fi villages can be cheaper and people can easily access to internet.

More of channels for developing rural area should be started

Agriculture is the backbone of our economy. There are some channels that are basically telecasted for the farmers. They give information about the proper way of practicing agriculture on experimental basis. Many other agricultural programmes should be added to empower agricultural sector of our country.

TV and film industry is providing a new platform for making career

TV and film industry make stars on screen. Many people struggle to make their carrer in this industry. If successful, the industry provides a good sum of money for their living. There are many Film Training

Institutions in India such as Film and Television Institute of India, Centre for research on Artof Film and Television, Delhi,etc.

Courses of mass communication should be promoted

IIMC is an Indian Media School funded and promoted by the government of India. The institute trains,teaches, and research in the field of mass communication. More of these types of institutions and courses should be started to motivate the young generation to make their career in the field of mass media.

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