Crucial Factors regulating the Electronic Media and Media Professionals in changing the opinion analysis

Shiv malik,

Research Scholar,

CT University, Ludhiana

Dr. Azamat Ali,

Assistant Professor,

CT University, Ludhiana

Dr. Sachin Sahrma,

Professor,

CT University, Ludhiana

ABSTRACT

The Media and Media Professionals have a great impact in changing the ideological and Political Perceptions of the citizens of the country in changing their mind sets. It has become the demand of the time for Big Media Houses to sustain their credibility especially when the youngsters follow their perceptions and procedures blindly. To attain the ethics and the credibility will raise the brand value of any media house. In this Paper, the various factors that affect the media credibility are focussed. Secondly, how these factors put an impact on the media Professionals in changing the mindset of the voters in a prominent way. Electronic media which is also termed as the Watchdog for the society acts as an intermediator and communicator so that the transparency should be there while addressing the general public.

Keywords*:* Electronic Media, Watch dog, Crediability, Brand Equity

Introduction

In the modern era, the role of the media is not just confined to communicate the information to the general public rather help the citizens of the nation to make the important decisions on the matters ranging from political issues to the consumer goods.[1] media has a great impact in changing the political and ideological perception of the electorate. Moreover, the rallies, debates, discussions that are shown by the media also emphasis the political scenarios of various parties. Especially, when it comes to the electronic media, it can be termed as medium or instrument of storing and communicating the information. Sometimes, it is also called as a new Media that includes Radio, Television and Internet which is much popular these days. Electronic Media also acts as a Watchdog of the public affairs and serves as a communicator for the society. India, which is known to be the country of youngsters, and due to the freedom to the electronic media also acts as a watchdog of the public affairs and serves as a communicator for the society [2]. India, which is known to be a country of youngsters, and due to the freedom to electronic media and the youngsters are highly affected by the media. In such a scenario, the responsibility of the media gets increased as the information

CONFERENCE PROCEEDING

An International Multidisciplinary Multilingual E-Conference on "INTERROGATING THE IDEA OF DEVELOPMENT: A 360 DEGREE INVESTIGATION"

Special Issue - Volume.6 Issue 6, June – 2021

Page No. 2

communicated by them should be credible enough to provide a transparent insight of the politics and the various socio-economic problems of the society to the youngsters of the nation. Due to the competitive environment among the various media houses, the media companies are devoting their much attention of "Management of Audiences by attributing their credibility". So, the credibility is very important aspect in raising the brand of any media house to the higher side of scale [3]. Moreover, media environment is highly characterized by the diverse media channels by delivering the same content in different formats to the numerous niche audiences or customers. In order to embrace the branding management principles, the marketing and consumer products and to raise the funds of the media houses-the media credibility comes into play followed by the very important term – Media rules and Media Laws.

The present study of this paper indicates and analyses the customer-based variables and the consumer-based variables. According to Oyedji in 2009, model named as Credible Band Model in order to access how the credibility Judgements are made among the consumers and audiences. In this paper, the various factors of Media Credibility are discussed and how these factors put an impact on the media Professionals in changing the mindset of the voters. The Paper is organized as follows: Literature Review, Factors affecting the Media including the media Laws and the factors proposed by Media Professionals in changing the mindset of the voters.

LITERATURE REVIEW

Due to the enormous growth and the competitive environment of Media Houses, the lack of the quality has been shown and there is a disconnect between the media houses and general public over the real issues [4]. The media in India has already become the economic giant and contributes one percent of the country's GDP and matches the economic size of other industries in India. The media has degraded the quality of content in public discourse in recent years. Actually, the expansion of media is shrinking the public domain day by day and it has retrograded the social values. The basic functions for which the media was meant to be is not performed by the media. It is not performing its primary duties i.e, to provide public

CONFERENCE PROCEEDING

An International Multidisciplinary Multilingual E-Conference on "INTERROGATING THE IDEA OF DEVELOPMENT: A 360 DEGREE INVESTIGATION"

Special Issue - Volume.6 Issue 6, June – 2021

Page No. 3

legitimacy, informing the truth, telling the exact scenarios regarding social and political agendas [5]. There is a range of traditional and technological factors that contribute to the credibility perceptions. Upto 2020, Indian Media & Entertainment Industry has already touched 4 billion (Approx). In 2011, there was 12% growth and this growth trajectory was backed by the strong consumption of various metropolitan cities. The Electronic Media industry includes the following:

1. Print – The E-Print industry grew E-Newspaper from 9% from 190 billion in 2010 to 300 million by 2020. This growth is slightly lower than the expectation of 10% due to micro and macro environments and various advertising Brands.

2. Television- The Television industry is estimated to be INR 400 Billion in 2020 and it is expected to grow with the rate of 17% in 2020-2025. This share of subscription to the total industry revenue is expected to raise from 50 percent and will reach upto more than 800 Billion, but due to this current situation of COVID-19, it will not pick up his pace in such a way.

3. Radio- Radio is again emerging its trends noa days increasingly. Thinkers and Researchers have a lot of craise about Radio. Radio itself generate a much capital about 30% of the total Electronic Media. All the political advertisements, branding of the parties, information about Rallys are given on radio and hence its credibility also counts and should be high as electronic media and Indian Politics is concerned [6]. Though there is a single guiding Principal regarding the role of media in society states that without giving the complete freedom to the media, democracy of nation is not possible. The same has also been stated in various National and International Tribunals. The media freedom from censorship, freedom from arbitary attack or interference free accessing of necessary information and pluralism of voices in media [7]. On the same pace if electronic Media is provided with so much of freedom in democratic countries, it is the responsibility of the media to provide the genuine and authentic facts in front of general public and keeps its credibility.

CONFERENCE PROCEEDING
An International Multidisciplinary Multilingual E-Conference on
"INTERROGATING THE IDEA OF DEVELOPMENT: A 360 DEGREE INVESTIGATION"
Special Issue - Volume.6 Issue 6, June – 2021

Page No. 4

Credibility of Media is estimated under the term "Mass Media Credibility" that is the core part of the field knowledge of media that studies the influence of the source, type of Media, type and authenticity of the information that is provided to the citizens of the nation. Brand Credibility is another term which is termed as the level upto which the Brand is credible under the three dimensions –expertise, Trustworthiness and Likelihood. According to GoldSmith, et al, 200, ERDEM, SWAIT, 2004, a lot of empirical research has been conducted to determine if the relation between credibility and brand attributes holds true for the electronic media. Some of the Researchers define credibility as the characteristics of message sources whether obtained from high credibility as the characteristics of message sources or low credibility can be conceptualized as the believability of the audiences on News Channel, individual Journalists, source credibility and further message credibility. One of the earliest metric regarding the mass media credibility was developed and introduced by Gaziano and McGrath (1986) who yielded the credibility scale. Then there were further credibility metrics were created namely affiliation- measuring transparency, bias, accuracy, trustworthiness etc. Apart from the mass media credibility, there is a concept of Brand equity which is the core source of strategic Management for the marketers as it proves that why one news channel becomes superior as compared to the another, why one news anchor has a higher brand value as compared to the other. Yoo et al, 2000 and Kim et al, 2009 provided a huge literature on the brand equity and is one of the salient contributions of Aaker's Conceptualization. The media's right of access is completely dependent on the principle of freedom of information. That is required for the democracy [8].

By freedom, it actually means that the media has a right to investigate and report very critically on the efficiency of the various political parties and election administration. Due to efficiency, there is a broad accountability because if the media can properly access the important information regarding the organization of the elections, it can convey to the general public in a transparent fashion. Sometimes, there are few news anchors who are an idol for the youngsters and young generation blindly follows them and believe them. Due to some peer pressure or the pressure from the News Channels, sometimes they do not deliver the authentic information and this shows the distorted portray to the general public and the young

CONFERENCE PROCEEDING

An International Multidisciplinary Multilingual E-Conference on "INTERROGATING THE IDEA OF DEVELOPMENT: A 360 DEGREE INVESTIGATION"

Special Issue - Volume.6 Issue 6, June – 2021

Page No. 5

generation which should not be the case as the youngsters are highly influenced by them in a different way. In this way, they are betraying not only the society rather nation as a whole. So, media professional plays a very important role in changing the mindset of the voters. In order to avoid this, the various credibility models, brand equity and Media laws have been created so that the genuine and the transparent information must be floated to the general public [9].

The recent phenomenon of the electronic media is the application of branding practices. In order to build the brand equity or the Brand comparison, the theory of credible Brand Model works. The perceived quality of a communication media is related to the media channel and is developed by the variety of the information provided to the audiences including various parameters such as promoting values or creating critical consciousness as well as focusing on the original content [10]. The very important point is the brand awareness of the media. It is the ability to be publicized a particular electronic media house among its potential customers. The potential customers must recognize and recall a brand into certain category. According to McDowell in 2004, the major media houses are uniquely delineated in the minds and the memories of audiences. Objectivity and fairness are the important values of Journalism that are constantly been threatened by the various factors that have arisen in today's media, maybe it is print or online or electronic media [11].

Major Factors Responsible for the credibility of Media

I. Commercialization and Corporatization of Media

The role of the media a watch dog of democracy has negatively influenced by commercialization in many ways. According to Herman & Chomesky (1988) and McChesney (2008) are few communicational scholars who have dealt with the phenomenon of Commercialization and provide the details of the chain of events and factors that deteriorates the objectivity of media houses [12]. In our country India, the private media seems to be heavily inclined from the Western Commercial model and hence results in various serious issues and concerns including the process of paid news [13]. The increasing

CONFERENCE PROCEEDING

An International Multidisciplinary Multilingual E-Conference on "INTERROGATING THE IDEA OF DEVELOPMENT: A 360 DEGREE INVESTIGATION"

Special Issue - Volume.6 Issue 6, June – 2021

Page No. 6

trend of commercialization is because of the fact the representatives of Big corporate entities that were initially advertisers get converted into the Board of Directors [14]. The Researchers and the various media Experts have already shown their concern in this regard that the media violates its self-made ethics everyday because it is not even following its norms and ethics. This is mainly due to the commercialization of the media. The "Hard Facts" are not represented by the media as a hard fact rather the questions are raised on how those hard facts are interpreted and raised in different situations [15].

While reporting the sensitive issues, instead of sensitizing it, the role of the media should be to create the harmony and the social capital in the society through the different mechanisms [16]. But unfortunately, the fact is that it has become inflicted and influenced with political and social biasness which actually deteriorates the editorial standards of the media houses. It's a high time to realize the various media houses especially news channels while delivering the contents, creating the hard facts should be done with a concrete aim and motto [18]. As the media houses and the news channels are also bounded to the constitutional philosophy, so they should be committed towards educating people and creating the harmony in the society. Moreover, there are many Journalists who do not compromise with the Ethics of Journalism but they have to lose their Jobs from Big Media Houses. As the media houses suppresses the hard facts that are not good for the society. Actually, suppressing the facts somewhere kills the democratic society. The journalists should always be urged to inculcate some ethical values while collecting the facts during reporting the assignments.

II. Trivialization and Sensationalizing the Sensitive Issues

In the liberal and Western model, the sensationalization and trivialization of news has its own genesis and the pursuit of commercial gains, the different processes and the procedures of news gathering and reporting have created an elusive environment and ecology. Television and various news channels are particularly responsible for blurring the boundaries between the genres of 'news' and Entertainment. In today's scenario, it's quite possible to overcome the governmental pressure over the various media functioning but at the same time it's quite difficult for the media houses to free themselves from the Corporate sectors pulls and

CONFERENCE PROCEEDING

An International Multidisciplinary Multilingual E-Conference on "INTERROGATING THE IDEA OF DEVELOPMENT: A 360 DEGREE INVESTIGATION"

Special Issue - Volume.6 Issue 6, June – 2021

Page No. 7

pressures because of the commercialization of the media. To make a simple hard fact into highly sensationalized one just to raise the advertising and publicity of news channel is just like betraying the citizens of the nation. The symbolic and non-constitutional forms of the politics, preoccupied with the local by mushrooming regional media that governs the news making the practices at National, Regional and Local Levels and it has transformed the media from the Watchdog to Lapdog.

III. Paid News Phenomenon

Paid News can be defined as "*Any news or Analysis appearing in any media (may be Print or Electronic for a price in cash or a kind as a Consideration.*"

Paid News is a complex phenomenon and has acquired different forms over the last six decades. It ranges from taking Bribes, expensive Gifts, foreign and domestic junckets, various Monetary and non-monetary benefits to anyone by Big media houses has become pervasive, highly structured and organized and this ugly paid news process has gone beyond the individual journalisms and it has undermined the Indian democracy [19]. Various veteran journalists including the late Shri Prakash Joshi, Shri Ajit Bhattacharya, Shri BG Verghese and Shri Kuldeep Nayar wanted the Press Council of India to take some crucial steps regarding the issue of paid news and come up with some concrete suggestions on how the phenomenon of paid news can be curbed or stopped. On July, 8, 2010, the Election Commission of India has circulated and passed the detailed guidelines to Chief Electoral officers of all the states and Union Territories on the various parameters to check the Paid News before the elections that is advertising in the grab of news. This phenomenon has actually come into the limelight during 2009 general elections and then during the elections to the assemblies of different states. Moreover, this process has acquired the next level of destruction by redefining and restating the political news or reporting on the candidates standing for elections and such new reports are broadcasted only after the high financial payments in clandestine manner. It has been highly observed now a days, that Big Media houses irrespective of their business volumes produces the news in a restated manner for their profitability after discussing with the politicians and advertisers and other representatives of

CONFERENCE PROCEEDING

An International Multidisciplinary Multilingual E-Conference on "INTERROGATING THE IDEA OF DEVELOPMENT: A 360 DEGREE INVESTIGATION"

Special Issue - Volume.6 Issue 6, June – 2021

Page No. 8

corporate entities. The space in publications and airlines were taken by the advertisements that were disguised as "news".

Is this is the real duty of our media houses towards the democracy of the nation. Are we really enjoying our Independence from Britishers that we have got after so many sacrifices [20]. So, all this is really disheartening and upsets the whole scenario. In such situations, the viewers or the audiences cannot distinguish between the reports and advertisements. Moreover, the marketing executives are using the journalists' services to gain an access to the political personalities which are sometimes called as rate cards or packages that do not merely praise the particular candidates but also criticize their political opponents [21]. There are three dimensions of the elections time paid news. One the reader or the viewer does not get a correct picture or the personality or the performance of the political candidate in whose favor or against the person has to caste his precious vote. This actually destroys the basic thought of democracy. Secondly, the contesting candidates perhaps do not show it in their election expense account thereby violating the code and conduct of the Election Rules, 1961, framed by the Election Commission of India under the representation of the People Act, 1951. Thirdly, the cash received by the Newspapers and Television channels who received money in cash but did not disclose it in their official statements of accounts, have violated the Companies Act 1956, as well as the Income Tax 1961 besides other laws.

IV. MediaScape: changing Priorities

This is another very important term coined by Arjun Appadurai (1990) refers to the Electronic and Print Media in global cultural flows. For Appadurai, mediascape indexes, the electronic capabilities of production and dissemination as well as the images of the world created by these media. It actually indices the technology and the furniture to bring people, space and information together for a collaborative work environment in order to enhance more productivity than ever before. Today's era of TV entertainment is entirely against the educational format of DD influenced by the mediascape in general, for ex, it always lead to the growth of frothy supplements and devoted to non-issues.

CONFERENCE PROCEEDING

An International Multidisciplinary Multilingual E-Conference on "INTERROGATING THE IDEA OF DEVELOPMENT: A 360 DEGREE INVESTIGATION"

Special Issue - Volume.6 Issue 6, June – 2021

Page No. 9

Liberalization has really changed the business deteriorated the growth in advertising public relations and other marketing sectors that had led to the setting up of media outlet solely devoted to making money. Moreover, the content of the media houses has also been changed a lot, a conversation limited to affluent news consumers. Actually, the increasing concentration of ownership in some sectors the higher level of redefined and manipulated news analysis, comment to the suit owner various political and financial interests, downgrading and devaluing of editorial functions and content in some leading newspaper organisations systematic dumbing down are the some of the mediascapes that have changed the priorities.

V.   Objectivity and Credibility of News in Digital Age

The objectivity and the credibility of the news has really become a very important issue especially, when it comes to its application in the contemporary era of digital communication and needs a burning topic of discussion as far as the online news has been considered. There is a Research Study conducted by Osborn (2001) on Ethics and Credibility in online journalism where it has been noticed that adhering to the conventional Ethics and credibility can help in assuring the success of the online Journalism. In online Media, there is less deliberation of Journalists, less interference and hence it is a medium where everyone is a potential customer or Broadcaster or reported. Moreover, the speed and the anonymity that is provided by the Internet has also spoiled the ethics of the Journalism somewhere. The online media has a capability to make an ordinary man a Journalist by just having a run away internet and News dispenser. The digital Media always value the speed and sensitization above the accuracy, so where is the objectivity and Credibility of this media which is highly required to achieve. Online reporters usually struggle more with credibility because those who publish it on the web are mostly untrained in journalism and about the Industry standards. Online Journalists are taking the use of very less time or they can not afford to take more time to check their stories in determining the various Ethics and Norms.

CONFERENCE PROCEEDING

An International Multidisciplinary Multilingual E-Conference on "INTERROGATING THE IDEA OF DEVELOPMENT: A 360 DEGREE INVESTIGATION"

Special Issue - Volume.6 Issue 6, June – 2021

Page No. 10

Factors Proposed by the Media Professionals in Changing the Mindset of the Voters

Media Professionals are the heroic sort of Entities for any Big Media Houses. Every Media house has two-three renowned faces of media Professionals which impart a unique impact on the general audiences. Pluralistic and independent media to play their full role in development, they need to provide a platform for sustainable, professional and credible journalism. Private media rely on growth in the market place to exist and expand, and this has been hindered in many places by the economic crisis following the financial crises that began in 2007.

1. Trust on Media Professions
2. Trust of audiences on a particular Media House.
3. Trusting Objectivity and Credibility of some Media Professionals.

REFERENCES

1. AAKER, David. Managing brand equity capitalizing on the value of brand name. new york: The Free Press, 1991.

2. AnDERSOn, james C.; gERBIng, David w. Structural equation modeling in practice: a review and recommended two step approach. Psychological Bulletin, v. 103, n.3, p.411-423, 1988.

3. ATIlgAn, Eda; AKSOy, Safak; AKInCI, Serkan. Determinants of the Brand Equity: A Verification Approach in the Beverage Industry in Turkey. Marketing Intelligence & Planning, v. 23, n.2/3, p.237-248, 2005.

4. BAgOzzI, Richard P.; yI, youjae. On the Use of Structural Equation Models in Experimental Designs. Journal of Marketing Research, v. XXVI, p.271-84, 1989.

5. BOllEn, Kenneth. Structural equations with latent variables. Villey Series in Probability and Mathematica Statistic. new york: Ed. john wiley and Sons, 1989.

6. BOUlDIng, Kenneth Ewart. The image: Knowledge in life and society. 7.ed. Ann Arbor: The University of Michigan Press, 1969.

CONFERENCE PROCEEDING

An International Multidisciplinary Multilingual E-Conference on "INTERROGATING THE IDEA OF DEVELOPMENT: A 360 DEGREE INVESTIGATION"

Special Issue - Volume.6 Issue 6, June – 2021

Page No. 11

7. BRUnER, gordon; HEnSEl, Paul. Marketing scales handbook: a compilation of multi-item measures. Chicago: American Marketing Association, 1992.

8. BUCy, Erik. Media Credibility reconsidered: Synergy effects between on-air and online news. Journalism and Mass Communication Quarterly, v. 80, p.247-265, 2003.

9. ByRnE, Barbara M. Structural equation modeling with Amos basic concepts, applications and programming. new jersey: lawrence Erlbaum Ed., 2001.

10. COBB-wAlgREn, Cathy j.; BEAl, Cynthia; DOnTHU, naveen. Brand equity, brand preferences and purchase intent. Journal of Advertising, v. 24, n. 3, p.25-40, 1995.

11. CHEn, Arthur Cheng-Hsui. Using free associations to examine the relationship between the characteristics of brand associations and brand equity. Journal of Product and Brand Management, v. 10, n. 6/7, p.439-492001.

12. ERDEM, Tülin; SwAIT, joffre. Brand Credibility and its role in brand choice and consideration. Journal of Consumer Research, v. 31, p.191-199, 2004.

13. Intercom – RBCC São Paulo, v.37, n.2, p. 21-44, jul. /Dez. 2014

14. FlAnAgIn, Andrew j.; METzgER, Miriam j. Perceptions of Internet information credibility, Journalism and Mass Communication Quarterly, v. 77, n. 5, p.515-5402000.

15. FOMBRUn, Charles j. Reputation. Boston: Harvard Business School Press, 1996. Cecilie; MCgRATH, Kristin. Measuring the Concept of Credibility. Journalism Quarterly, v. 63 (autumn), p.451-462, 1986.

16. HAIR, joseph F.; AnDERSOn, Rolph E.; TATHAM, Ronald l.; BlACK, william C. Analisis Multivariante. Madrid: Prentice Hall, 1999.

17. HAIR, joseph F.; BlACK, B., BABIn; Barry j.; AnDERSOn, Rolph E.; TATHAM, Ronald l. Multivariate Data Analysis. new jersey: Prentice Hall, 2006.

18. HICKEy, neil. Cable wars. Columbia Journalism Review, v. 41, n. 5, p.1218, 2003.

19. HOEFFlER, Steve; KEllER, Kevin Lane. Building Brand Equity through corporate societal marketing, Journal of Public Policy and Marketing, v. 21, n. 1, p.78-89, 2002.

20. JOHNSON, Thomas j.; KAVE, Barbara K. Using is believing: The influence of reliance on the credibility of online political information among politically interested Internet users. Journalism and Mass Communication Quarterly, v. 77, n. 4, p.865-879, 2000.

CONFERENCE PROCEEDING

An International Multidisciplinary Multilingual E-Conference on
"INTERROGATING THE IDEA OF DEVELOPMENT: A 360 DEGREE INVESTIGATION"

Special Issue - Volume.6 Issue 6, June – 2021

Page No. 12

21. KEllER, Kevin Lane. Conceptualizing, Measuring and Managing Customer Based Brand Equity. Journal of Marketing, v. 57, p. 1- 22, 1993**.**

CONFERENCE PROCEEDING

An International Multidisciplinary Multilingual E-Conference on "INTERROGATING THE IDEA OF DEVELOPMENT: A 360 DEGREE INVESTIGATION"

Special Issue - Volume.6 Issue 6, June – 2021

Page No. 13