

Prevailing Challenges in the Media Houses

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Abstract

This study explored the present condition of media houses. For the evaluation of the situation the study looked for the answer of one general question and three specific questions. The researcher tried to find out the specific amount of time mass people pass behind each type of media and their purpose of that usage. The researcher also collected data about the type of media those people used 7/8 years ago to illustrate any possible shift. Along with this, the researcher tried to find out effects of social media on those shifting from the news of established media houses. In addition to these, the researcher also examined the trustworthiness of the different media used by mass people. Moreover, the study followed a mixed method of data collection to find out the accurate information. Finally, by contractive analysis of the collected data a summative answer of research question has been made and illustrated.

Keywords: *Time, people, shift, Effects, Trustworthiness, Media.*

Introduction:

From the very initials of human civilization people always possess the fascination to know things around, to know what is happening around them. And from the fourteenth century when the printing press was invented, the entity which took the responsibility to satisfy this hunger of information was the different news articles. And by the 19th century there were numerous established newspaper houses which tended to not only supplying news to the people which they needed but also more than that. By the passage of another century, we are all surrounded by the media of different criteria. And this thing is not an exception of the universal law "The amount you gain is equal to the among your loss" or Newton's "Every action has an equal and opposite reaction". So, by the increment of these much media houses what we exactly loss is the 'trustworthiness' of them. In INDIA, at present there are 28 private TV channels, 2 public TV channels, one public radio station, 12 different FM radio station and on top of that numerous online news blogs. And this century is the century of social media thus from the very initials there was always a pressure upon the media houses to cope up with the pace of the uprising social media. By the turn of second decade of 21st century, the battle between the media houses and social media is at its peak. Standing on this bank of time, there is no way to restrict (can be limited in some cases) social media. And due to its easy access, every user is a creator now. My friends, my

relatives, your friends, your relatives are posting or publishing news or fact there. Thus, it becomes a common story that people are tended to be believing the social media facts than those of the numerous media houses run the people of different beliefs.

The research intends to evaluate to which extent media houses are losing their trustworthiness. The researcher tried to find out a common ground between the losing of trustworthiness of the media houses and rapid rise of social media by working with a number of people of different ages and different professions. An in-depth review has been made based on their feedback and the observation of the researcher. Thus, this study is going to be a partial evaluation of present condition of different media houses of our country.

OPPORTUNITIES & CHALLENGES FOR JOURNALISM & NEWS MEDIA INTO PROGRESSIVELY MOBILE, DIGITAL AND SOCIAL MEDIA ATMOSPHERE

Media that can keep people informed, hold powerful actors accountable, and allow for public discussion on public issues are essential to a well-functioning democracy. Quality journalism has been shown to promote political awareness, participation, and engagement, as well as reducing bribery & encouraging voted administrators for representing its voters efficiently. It is up to each country's media environment's institutional structure to ensure that news media freedom, diversity, and the capacity to promote democracy are all factors. As digital media continues to grow in popularity, such media landscapes have been shifting partly due to new technology as well as marketing progresses. According to this analysis, news organisations and their role in democracy face new opportunities and challenges because of these changes. Our findings will be based on research conducted by the Reuters Institute for Study of Journalism, with several related hypothetical work, and industrial statistics & investigation. Europe is the core focus of our research, with some supplementary examination of progresses of several higher till medium revenue areas having comparatively higher levels of digital media usage. Accurate changing pattern into media housing differs into crucial conducts from nation to nation, however there's few apparent, higher-level characteristics which constitute prospects and problems for media administrations, journalism, as well as public discourse. Today, 3 most significant technology & market-driven advances are:

1. While newspapers & broadcasters are still significant news producers and distributors in the digital age, they are with increasing pressure for developing novel digital business modules like its prevailing progressions degenerate or slow down.

2. It is becoming increasingly crucial for smaller number of larger expertise businesses to provide amenities such as social network, searching, sharing video, texts, and so on that allow millions of people worldwide for easy and attractive accessibility & digital media usage.
3. As more and more information is made available online for free and across a broad variety of more advanced personal and mobile devices, it creates an atmosphere where individuals who are most interested in news embrace these new chances to obtain, share, and comment on news, while a growing number of others choose for more casual and passive usage.

Review of literature:

Shafi (2011) conducted a thesis on “Agenda-Setting Effects of the Media in INDIA” for the partial fulfillment of his graduation at Texas Tech University where he massively evaluates the effects of agenda by media houses on mass people of INDIA. He focused on the rural people of INDIA, and he visited and documented the opinion of 100 villagers of ‘NAGARPUR’ which is at a 70km distant from the capital city Dhaka. Moreover, he also collected opinion of different intellectuals of the country, but the thesis was very much limited on the point agenda only. Alam (2014) conducted a study on the title “Role of Media in INDIA” where he stated about problems faced by media houses due to political influences and became bound to serve their purpose. He collected data from the common people and from different journalists too. This paper accurately described the condition of media in INDIA and their hindrances. But the limitation of this paper was that it only focused on the political hindrances faced by the media house other than a complete evaluation of their purpose and service. Ahmmed (2014) of International University of Business, Agriculture and Technology (IUBAT) conducted a similar study on the title “Impact of Mass Media in Creating Political Concern in INDIA”; this paper was based on the use of media as a fourth organ of the political parties to persuade people with their believe and influences. He summarized the then political condition of INDIA by evaluating several news articles and their effects of mass people. In contrast to the studies cited above, this research paper presented the data based on the declination of trustworthiness of the media houses considering the rapid rise of different social media throughout the decade. The researcher also took Key Informants’ Interview from the different intellectuals and owner of the media houses for a holistic evaluation of the contents.

DeBaillon and Rockwell (2005) Participants were divided into three age-based groups for the purpose of the study, which aimed to determine the utility and satisfaction of various products. Because of their role as a learner, they want to know this in relation to sexual category distinctions for cell-based interactions. Researchers in this study discovered and demonstrated that, when it comes to cell

phone usage, men and women spend the same amount of time and that there are no differences in this regard based on sexual orientation.

Oksman and Turtiainen analysed the statistics to realise the relevance of adolescent people's daily interactions with their mobile phones (2004). Between the spring of 2000 and the winter of 2002, 168 teenagers participated in cluster discussions. Mobile phones, like class or trend items, are seen as a natural part of adolescent people's daily lives, and researchers found that they also describe their individual liberty and openness in their relationships with friends and family members. Among their relationships and contacts, they all see the same more superior than yet autonomy in contact with each other to find the latent of their most recent interactions with each other.

Research Methodology

For the best outcome of the research, the researcher followed both the quantitative and qualitative method to collect data. This paper followed the conventional research method; applied survey to explore the public feelings and audience's demographics, and qualitative analysis to know the major factors working behind the scenes.

1.1. Sampling:

Mass people of different ages and occupations were the population of this study. Stratified sampling techniques were followed to ensure participation from the people of different levels.

1.2. Source of Data and Methods of Data Collection:

This paper is a combination of qualitative and quantitative data. Quantitative data were collected from students studying at different level around the country and professional from different sectors. Qualitative data were collected through face-to-face interview of a number of intellectual personnel of the country.

1.3. Tools of Data Collection:

The main data collection tools for the research was the questionnaire, students' interview questions and KII questions. The survey questionnaire was made based on different scale such as Five Point Likert scale, rating scale etc. There were different sections of the survey questionnaire based on the content of the questions.

With the aim of finding out factual answer of the research questions, the researcher had to evaluate

the answer of the survey questions based on the percentage of the participants answer on certain section. Based on their answer different section has been made to illustrate the condition stated on the survey questions. Along with this quantitative data, the researcher interviewed 3 students and 2 intellectuals to find out the qualitative answer of the study. The interview helped the researcher to find the answer of the third question of the paper. The analyzed data has been illustrated through several pie chart and bar chart along with some tables. MS EXCEL 365 and SPSS V25.0 had been used to analyze the qualitative data. Finally, APA 6th guideline was used for referencing and citation.

1.3.1. Observation procedure:

The researcher maintained a regular communication with the supervisor throughout whole working timeline of the paper and always followed her direction. Beside a number of email communication and several one-to-one session with the supervisor was held for different issues.

1.4. Ethical Consideration:

The researcher strictly followed the professional and academic standard of the study. All the response from different participants were taken very confidentially so that they feel safe to provide the actual data and the findings of the study become very accurate. Their response is used for the research purpose only and 100% confidentiality of their answer will be maintained in future too.

1. Statement of the problems:

Starting from the era of penny press, controversy and media were side by side. Throughout the passage of time, there were fundamental reformation in the media from time to time, but controversy never leaves its tail. And standing in this modern age of civilization, surrounded by numerous types of media and houses; it was a high time to conduct a summative evaluation of the present condition of long running cat-mouse race between trustworthiness and media houses.

2. Rationale of the study:

Throughout the last 10 to 15 years there had been rapid rise of media houses and gradual usage of social media by the citizen of INDIA. There were a number of researches done on the trustworthiness of media houses but there is hardly a few on focusing the social media. Therefore, a summative evaluation of trust issues of media houses by focusing the shift towards social media will be helpful for the common people and different stakeholders of media houses to see the present condition of media in INDIA.

4. Discussion:

For the quantitative data, the researcher surveyed upon 250 people of different ages and occupation around the country. Among these 250 people 176 were the students of different education institution around the country, mostly undergraduate students, there were 26 public jobholder, 35 private jobholder and 13 people who completed their graduation but still unemployed.

These participants also possessed a diversity in their age group. Among these people 190 were for the age group in between 18 years to 25 years; mostly students. 28 people were from the age group 26 to 30 years, 22 people from the age group of 31 to 35 years along with 10 people above 35 years of age.

And their response was also varied on certain point based on their age and occupation. It was already mentioned that one of main limitation of this paper is that a large number of the participants of the research are the students from different educational institution of the country. And it is illustrated though the pic-chart that these students are almost close to 75% of the total research participant.

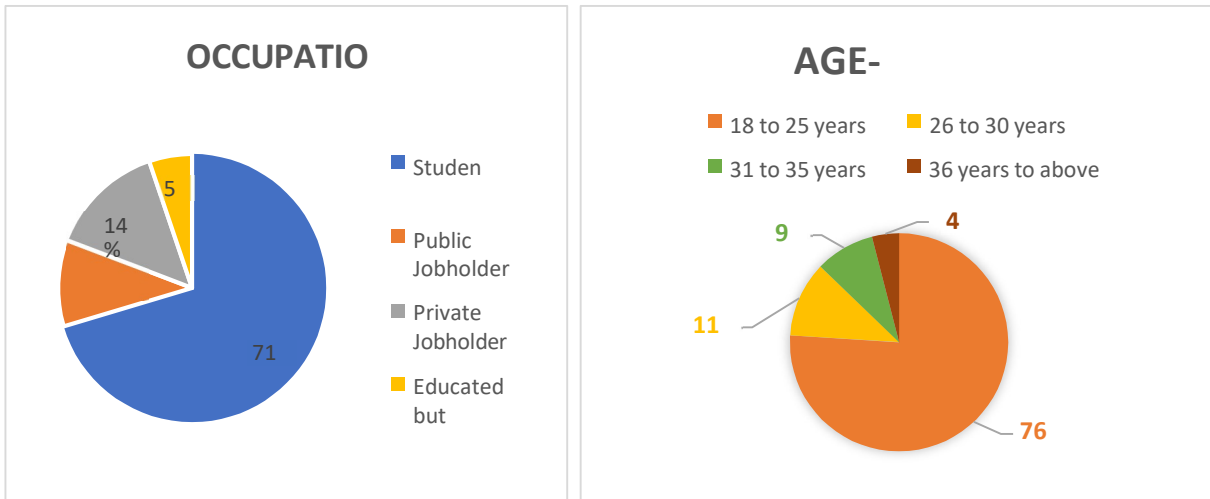
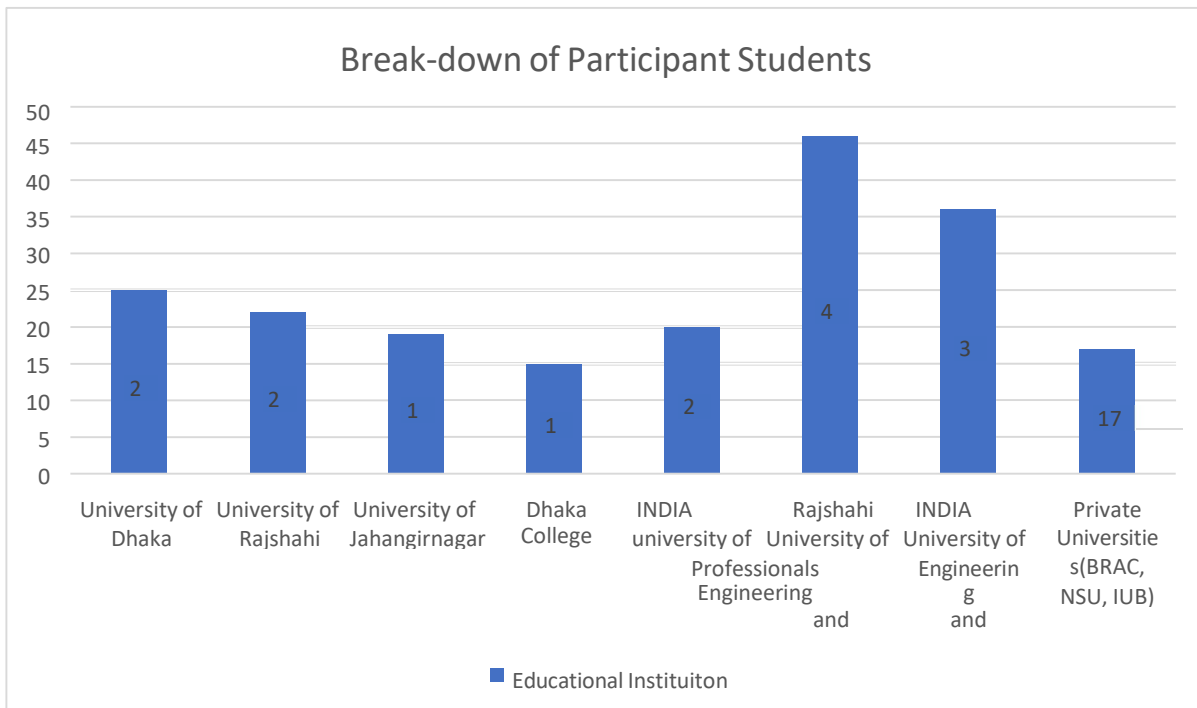
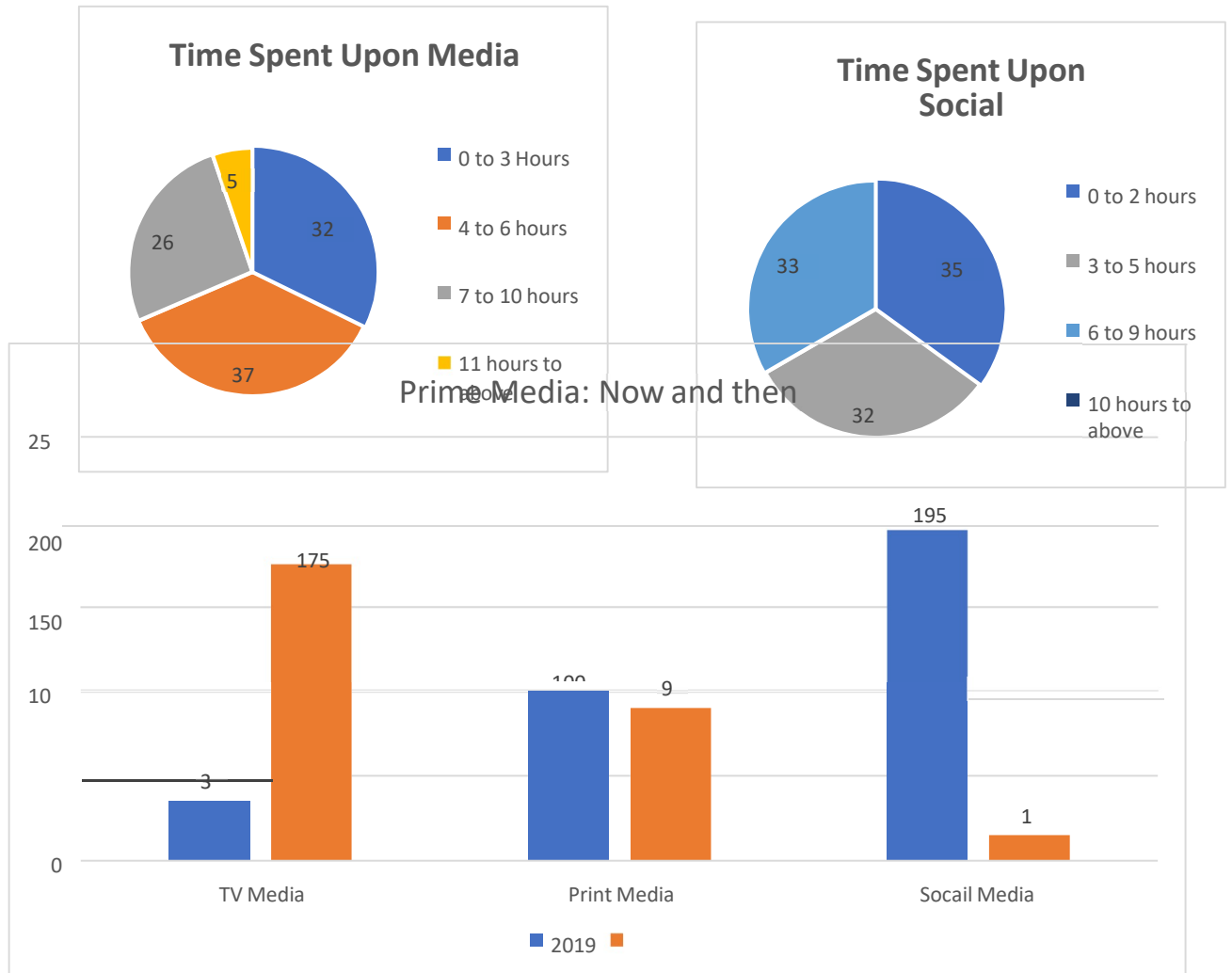


Fig: Occupation and Age-group of the participants.

The researcher tried to collect data from different area of the country. Though it was very much limited to the students they were from 8 different public universities of the country and few participants from 3 different private universities which are shown together. Number of participants from different universities are illustrated through a bar-chart below.



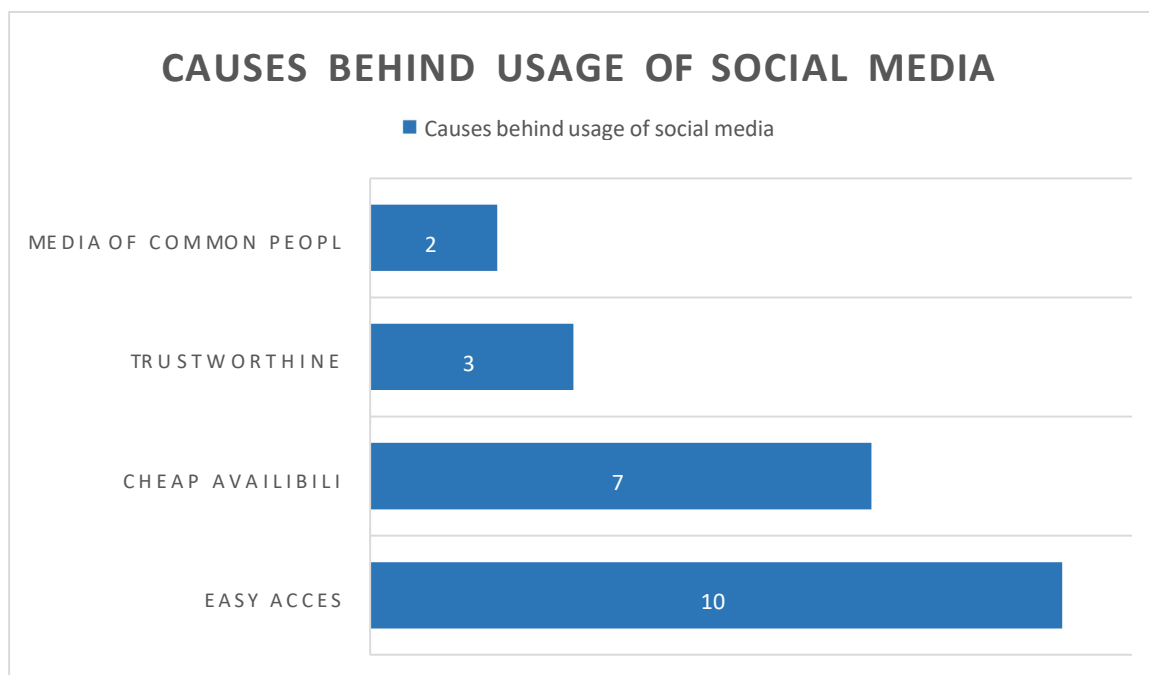
From the response of the participants, it was evident that most of the people pass 4 to 6 hours of time



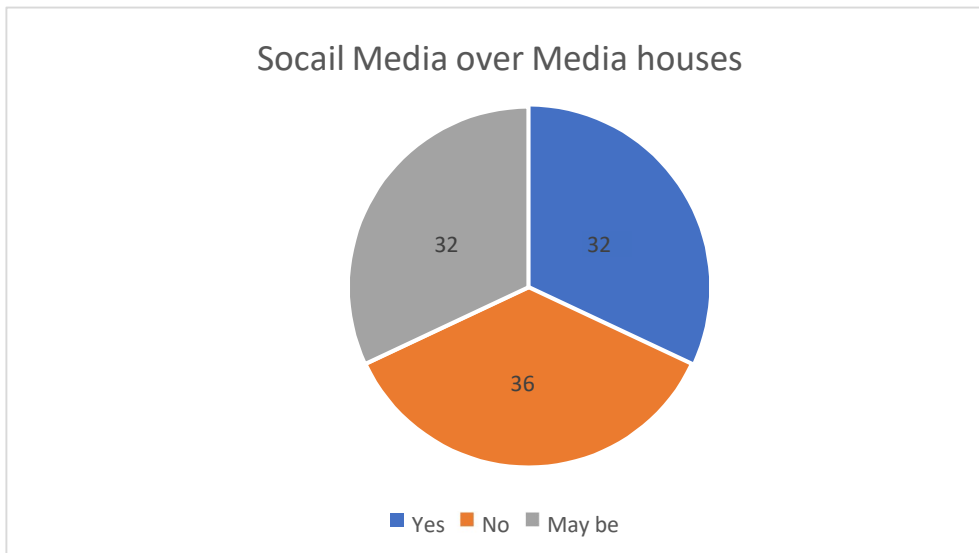
behind all sorts of media and 42% of the people spend 0 to 2 hours of time behind social media only which is close to 3 to 5 hours of 38% participants. Thus, by the evaluation of these two data it is evident that people use most of their time of media usage behind social media particularly. These are illustrated through pie-chart below.

Fig: Time spent upon all kinds of media and social media in particular.

Moreover, it is also evident that the segmentation of the people based on their usage of social media is quiet alike 32%, 33% and 35%. So, it can also be state that people use social media whenever they get time. Who has more leisure time, s/he use more and who has less leisure time, s/he use for less time. An interesting finding has been found from the answer of the participants when they were asked about the type of media, they use for being acknowledged about the daily news. 66% of the people responded.



that they rely upon social media, when 20% said print media along with 14% of TV media. Moreover, when they were asked about on what type of media, they rely upon 7/8 hours before for the same purpose it indicated a shift as 58% people said they used TV media, 36% said that they used print media along with only 6% respondent of social media. Thus, by comparing this two information a complete shift of mass people form media houses towards social media can be illustrated. A comparative graph of these two data has been given below: Thus, it is evident that throughout the last decade TV media loses its appeal and there has been rapid rise of social media. Moreover, from the comparative study it is evident that condition of the print media is in compared to 9 years back and now. Though the usage of social media has been increased rapidly, its usage as a source of true news has not been still proven. when they were asked about the purpose of because of their usage of social media. Among the four options i.e., easy access, cheap availability, trustworthiness, and media of mass people; trust worthiness became 3rd in response. By this point it is further supported that people use social media for its easy access and it is far from taking over the media houses regarding trustworthy- ness. It is illustrated in a chart below. In contrast to all these data, there is an interesting finding that 44% people agreed and 14% strongly agreed with the point that media houses are losing their value upon mass people due to rapid rise of social media and its massive usage by the common people. Thus, by the comprehensive study of these to opposite factors, the researcher can state that it is evident that media houses are losing their value upon mass people due to rapid rise of social media but in case of relying upon news purpose; media houses are still ahead of the race. In addition to these, when they were asked whether they prefer social media than media houses for news acknowledgement; their responses showed a mixed situation as 32% people said yes, 36% said no and 32% said may be. Thus, it is proven that a shift is going on from the media houses and social media but in case of trustworthiness of the news, social still has many points to prove.



Along with these, the researcher asked the participants to put their note about the trustworthiness of the media houses and social media. Their answer can be summarized as that media houses are losing control over the mass people due to their partial news casting on several recent socio-political issues. But they also stated that they cannot fully rely on social media too as it is the easy path of spreading rumors. Finally, the researcher interviewed three intellectuals one professor from the department of Mass Communication and Journalism of the University of Dhaka. And from the several questions answered by him, his statement was that the only challenges media houses are facing from the social media is the quick access to news. He stated that now-a-days we saw thousands of news floating over the social media but there are hardly any on which we can rely due to different rumors and still we had to verify the news from the stablished media houses after observing the same in social media. And about the propaganda of the media houses, he stated that implication of propaganda was always there from the birth of media and will be there; and people must have the ability to filter out the truth from the media houses. But the rumors of the social media create far more dangerous effect on social media. And about the shift, he stated that it is true that we are at the verge of a shift as we observe now-a-days most of the media houses have their pages, blogs, and channels on different social media to provide early access to the news and information. To conclude, it is evident that media houses are losing their trustworthiness, but it is soon enough to declare social media as their replacement; moreover, it is more evident that we are at the starting point of a shift. The next five or six years is very important to see whether social media can take over the media houses or the media houses will hold their position by diminishing the uprising challenges from the different social media.

5. Results:

The researcher searched for the answer one general question and three specific questions. After the broad discussion about the responses from the participants the answer to those question can be formulated. In correspondent to the general question, it can be said that the media houses are losing their trust- worthiness over mass people and they are facing challenges from the media houses, but it is

still not evident that social media are the cause of their such declination. As media houses are losing their trustworthiness due to their own manipulation of the facts and social media are still behind the level of providing factual data about any incident. First specific question of the three inquired is about the causes behind the rise of social media as a medium of mass communication. And by the evaluation of responses from the participant it can be answered as that cheap availability and easy access to the social media is the prime cause of such rise of social media. In addition to these, the main aspects of the media houses which are persuading people to choose those over the media houses are that in social media all the users are a creator him/herself. Thus, people often tend to believe what has been posted by his relatives than what is shown on the TV channels, which is answer to the second question of the research. At last, but not the least, the only challenges the media houses are facing from the social media is early access to news and the strategies followed by the media houses to cope up with the pace of social media is that most of the established media houses now offering their service through social media too. Almost all the TV channels and newspaper have their Facebook page and YouTube channel. Thus, it is evident that established media houses are also shifting towards the social media if not fully, at least partially. In short, it can be stated that we are at the verge of shift which is still not so evident but already started; social media are delivering fast news to the people, but people are rechecking those from the established media houses whether they are false or true as there is always a risk of rumor in social media. And the next decade will be very important for the media houses; whether they change gear or follow any other strategies.

Conclusion:

Starting from the penny press era media houses undergone significant changes and modification throughout the last three centuries. Media houses faced significant challenges after every invention such as radio and personal computer. Thus, challenges from the social media are just the latest addition to ongoing challenges upon the media houses throughout the history. And from the evaluation of this research, it is evident that just like the earlier challenges this time also media houses are coping up with these uprising challenges by opening their service through social media too. And from the responses of the participants of the research it is evident that they are using social media more in compared to one decade before and they are getting early access to news; but when asked about their trust over that news, almost all of them replied that they always verify that news from the established media houses. Finally, this research made a conclusion that, we are in a position of shift, which can go in both directions. This research made a summative evaluation of the present condition of the media houses of our country. After the comprehensive study of the challenges and responses from the participants, this paper recommends that though media houses get a bit of controversy due to some recent issues of the country, but media houses are far more ahead than the social media when it comes to the question of providing information. In addition to this, though social media provide early access to different news but there is always the question of rumors as no one possess any liability

about anything of social media.

5.1. Scope for Further Study:

Study of trust issues of the media houses is a big field of research. And this research was very much limited to the university students and with a small number of participants from other occupations. Moreover, people who lives on different village areas and who do not use social media, their thinking was not taken into consideration. But 70% people of our country live on the village are. Thus, further study by combining their opinion and on which they rely for information can be a good subject of further study.

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