

# IMPACT OF GLOBALIZATION ON MASS MEDIA IN INDIA

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## ABSTRACT

Development of new information and communication technologies and mass media, including television, Internet, satellite and the advent of new global media have caused cultural boundaries to disappear and the concept of social geography has undergone fundamental changes. Economic, Political and cultural globalization have been developed in various forms over the centuries. Despite this process, such development has become more intense due to media and new communication technologies in the last two decades. Media globalization has arisen from the cognitive intellectual underpinnings and modern trend which it was becoming common on political, economical, cultural and academic fields through on 1990<sup>th</sup> decades. So in the globalization process, the media are not economic, political and cultural mediators but are rather major players with their own

commercial interests. Therefore media globalization affects all aspects of globalization. A more detailed discussion of the globalization of media is required. Investigating the political, cultural, economical dimension of globalization in the first and then meager the impact of globalization on media.

*Key Words: Globalisation, Economic, Political and Cultural globalization, Media globalization.*

## INTRODUCTION

Globalization is a buzzword of the moment, within universities, government and society. The power of the word itself and all that it brings with it, is immense (Bourdieu 1999). Some tell us that globalization is inevitable, that it entails specific events and others that it is something that should be defeated. In academic circles, there are many definitions of and approaches to globalization simply because it is not a field of study that is restricted to any one discipline (mooney&evans,2007).

Globalization has an undeniably material aspect in so far as it is possible to identify, for instance, flows of trade, capital and people across the globe. These are facilitated by different kinds of infrastructure, physical (such as transport or banking systems), normative (such as trade rules) and symbolic (such as English as a lingua franca), which establish the preconditions for regularized and relatively enduring forms of global interconnectedness (Held & McGrew, 2003).

## History of Globalization

History of globalization refers to the many steps leading to the current stage. Although some scholars have proposed terms such as “prot-globalization” or “archaic globalization” to describe these earlier stages, they have not gained general acceptance. Most proposed starting points center on one of the three historical events: The industrial revolution about 1800, Western maritime expansion around 1500, or the integration of Asia around 1000 or earlier. Many global historians acknowledge the importance of the changes that began to take hold at this point (Northrup, 1984). One leading practitioner of the new global history, Stearns (2010) wrote that massive shifts after 1950 have created a fundamentally

different world based on globalization, admits that 1500 nevertheless opened a significant new chapter, which he calls “protoglobalization.” If the really big stuff was still to come, in other words, the innovations of the 16th century nevertheless deserve credit for a considerable push.

In the view of Sharma (2004) professionals have differences of opinion about globalization and its effect. One group sees globalization as a natural result of advances in communication technology, particularly the Internet and satellite transmission of mass media. The second group views it more critically and sees globalization as an extensive movement of capitalism and related values and ideas among the nations of the world. In fact globalization has been underway for several hundred years.

Economic globalization is without doubt the most commented upon, debated, and controversial of topics within the literature on globalization. Economic globalization appears spectacular, and its consequences seem most tangible. In fact, it often seems that economic globalization is the driving force behind the various changes bound up with culture and politics in the contemporary world, as well as being the

principal concern of the alternative globalization movement ( Ojeili & Hyden, 2008).

Political globalisation refers to the intensification and expansion of political interrelations across the globe. These processes raise an important set of political issues pertaining to the principle of state sovereignty, the growing impact of intergovernmental organisations and the future prospects for regional and global governance. Some globalization researchers believe that political globalization might facilitate the emergence of democratic transnational social forces anchored in this thriving sphere of global civil society. Globalization can undermine a state's capacity and legitimacy; it can also impart new capacity to a state and ascribe to it new purpose, new popular expectation (Smith,Naim,2000).

### Cultural globalisation

Even a very short introduction to globalisation would be woefully inadequate without an examination of its cultural dimension. Cultural globalisation refers to the intensification and expansion of cultural flows across the globe. Obviously, 'culture' is a very broad concept; it is frequently used to describe the whole of human experience.

In order to avoid the ensuing problem of over generalisation, it is important to make analytical distinctions between aspects of social life.

In the finally and most important dimension of globalization is cultural globalization. Arjun Appadurai is proposed five different “scapes” of global interaction, the sites of global processes, which reflect the diversity of processes inherent in globalization .These terms reflect the places for flow in global systems: the ethno-scape (people and communities), the media-scape (medias), the techno-scape (technologies), the finance scape (financial and economic), and the ideoscape (ideologies and information). These aspects of global process overlap (Vaidya,2006).

Ojeili, Hyden (2008) Clearly, cultural questions are central and pressing in discussions of globalization: Tomlinson argues, Globalization lies at the heart of modern culture; cultural practices lie at the heart of globalization. In the premodern period cultural globalization was most importantly about globalizing religions :Buddhism ,Christianity and Islam. In the modern period, with the Enlightenment and the spread of capitalism, industrialization and democracy, cultural globalization has

been predominantly about the movement of secular ideologies, nationalism, liberalism, socialism and the diffusion of the values and practices associated with modern science.

## Media Globalization

Media globalization is not a recent phenomenon, it was started in 1850's when domestic telegraph system had greatly extended their reach and become linked to a worldwide network of cable communication. In the modern world, mass media supplies a cultural menu for millions of individuals and shape their cultural experience; the actual age witnessing the modeling of mass culture and media culture, because of the cultural impact of media, as a complex system, with certain ways of social communication, certain languages, new cultural types. Therefore, in globalization process, mass media is not only a vehicle of culture, but also an agent of its socialization and a producer of a new culture. Media globalization is the extension phenomenon of a multinational media investments company, resulting from a global oligarchy of companies, which own a variety of media products and distribution technologies as: television, radio, film, music,

telecommunication, cable, newspapers, reviews, magazines, publishing houses, internet suppliers and other forms of services attached to the digital media (Munteanu & Blaga, 2011).

## Dimension of Media Globalization

Hamelink (2002) indicates that the process of media globalization is complex and broad it can be reduced to three essential dimensions: the global spread of multimedia conglomerates, the spread of the Billboard Society and the global regime for the protection of content. First of all, media globalization refers to the worldwide expansion of media production and distribution companies that trade on the emerging global media market. This expansion is evidently facilitated not only by technological developments but also largely through the pressures on countries to open their domestic markets to foreign suppliers and the concomitant neo-liberal claim that cultural products should not be exempt from trade rules. The effective operating on the global market is possible only for large-scale, integrated companies: conglomerates that combine several sectors of the media industry.

Secondly, the primary messages of the global conglomerates are of a commercial nature; they are the key vehicles in creating a Billboard Society in which people worldwide are better informed about consumer goods and where to fun shop than about the environmental consequences of the global rate of consumption. As a result media globalization is to a large degree the worldwide proliferation of messages that propagate global consumerism.

Thirdly, the core business of the media conglomerates is content; and several of the recent mergers are motivated by the desire to gain control over rights to contents. Recent developments in digital technology which open up unprecedented possibilities for free and easy access to and utilization of knowledge, have also rendered the professional production, reproduction and distribution of content vulnerable to grand scale piracy, and made the contents owners very concerned about their property rights, as well as interested in the creation of a global enforceable legal regime for their protection.

### **Media Globalized in India**

India With its billion strong, diverse, multi religious, multilingual, and multicultural

population, it is a vast country. India is a secular state, but it is home to adherents of all the major religions.

India has a rich cultural background and pride of its culture is famous throughout the world. Globalization has not only inculcated the westernization in India, but conversely the Indian culture has also spread its impact globally. Media played a crucial role in promoting the globalization.

Kamalipour & Rampal (2003) observed that Based on research ongoing since 1993, our study of the commercialization of television in India illustrates three important trends related to globalization and media hegemony in this developing nation. First, interviews with commercial television personnel and examination of new programming clearly demonstrate the ways hegemonic media philosophies and practices become embedded in the discourse of indigenous media systems.

Second, their focus groups with young audiences revealed the development of Western media tastes and consumer attitudes. Highly articulate and deeply ambivalent about the new media in India, young and middle-class audiences remarked on the effects of globalization and commercialization, providing evidence for hybridity as an alternative model of global media effects. That have previously

discussed these complex interrelationships between hegemonic media texts and subaltern identity negotiation.

Third, given the long history of education media and communication for development in India, cannot help but notice the effects of media commercialization on national development efforts. India's state television network, *Doordarshan*, is scrambling to compete in a rapidly changing television market landscape including increased commercialization and entertainment orientation. In the latest spin-off of Modernization Theory, globalization and commercialization of media in India increase the gap between the elite and the periphery, posing consumerism as the road to development.

## Print media

The growth rate of the print media has multiplied in geometric progression since independence, the effects of the "newspaper revolution" becoming apparent during the 1980s. Until the 1980s, English language newspapers dominated the Indian print media scene, but since then the balance has shifted in favor of the Indian language press, particularly the Hindi language press, which caters to over 40 percent of the Indian population.

history of journalism in India : the history of Indian journalism could be

divided into a number of ways : 1. Pre-independent era 2. Pre-emergency era 3. Postemergency era and 4. Post liberalization or globalization era. Interestingly N .Ram divided the pre-independence period of journalism in India into several stages. 1. *Preparatory phase* (1780-1818). 2. *Adversarial Phase* (1818-1947). Further *adversarial phase* was divided into four stages. Stage I (1818-1868), Stage II (1868 1919), Stage III (1919-1937) and Stage IV (1937-47). In doing so, clearly established how the adversarial role became more and more striking and led to the foundations of the nationalist and anti imperialist struggle. In the process, however, two lines or trends became quite apparent. One was to support the colonial rule and its policies, while the second one was attacking the colonial rule. These developments led to the establishing of a pro-raj news dailies such as *Times of India and the Statesman*, and an attacking print media and *The Hindu* Stage III (1919-1937) had especially seen the differentiation of the Indian press polarizing into 'moderate' and 'radical' in the *adversarial role*, a most important observation that made about these media trends during this time.. During Stage IV (1937-1947) media not only became quite



assertive but also began to take advantages of new technological developments to launch a tirade against the British Raj (Murthy, 2010).

Today there are newspapers in all the languages of India and in all the ten Indian scripts (Devnagari, Bengali, Gujarati, Gurmukhi, Kannada, Malayalam, Oriya, PersoArabic, Tamil and Telugu) as well as English, thus reaching nearly every corner of the nation. All of this has resulted in a huge diversity of newspapers and magazines that seems to inure the medium to threats from a rapidly expanding television and radio network.

## Radio

Radio broadcasting started in the 1920s in colonial India. The first radio program was a private broadcast by enthusiasts in 1924 operating a 40watt transmitter from the Madras Presidency Club. In 1936, the Indian Broadcasting Company was renamed All India Radio (AIR). Its objective was clear: to inform, educate and entertain the masses in a manner the authorities thought appropriate. Today AIR remains a centralized bureaucracy disseminating via its expanded

network of 210 broadcasting centers what it believes the listening public ought to hear rather than showing any real interest in what they might actually wish to hear. But with the growing competition from television, particularly cable and satellite television, the government has been under tremendous pressure to liberalize the airwaves. News and music is generally the main fare offered on Indian radio channels. The myriad channels of AIR are divided into five main sections that focus on rural areas (primary channels), cities (FM), the commercial service (nationwide) the nighttime channel (nationwide) and external broadcasts. Radio is the most widespread medium in India. Radio broadcasts can be received by nearly 99 percent of Indian people. In contrast, only 20 percent buy newspapers and only 60 percent have access to television broadcasts. With 209 broadcasting centers, All India Radio claims that nearly 304 million Indians tune in to the programs on any given day. Today, the growth of the private FM radio sector is the most significant contemporary development in Indian radio (Kasbekar, 2006).

## Television

Television is one of the fastest growing media in India and threatens to dislodge cinema from its status as the most favored national entertainment. After its humble beginnings in 1959 and two decades of unhurried growth, television development suddenly accelerated in the 1980s, as more and more of the country was brought under the umbrella of the national television. The next leap forward came in 1991, with the arrival of the cable and satellite revolution through the intermediary of STAR TV, beamed from Hong Kong. The growth figures for cable and satellite television are staggering. In 1991, there was, in addition to the five state owned terrestrial channels, one satellite channel, STAR TV. With the arrival of the Indian owned Zee TV in 1992, the number of satellite channels had doubled. But within three years there were forty eight terrestrial and satellite channels, and by 2003 the Indian public had a mind boggling 224 channels to choose from. With total revenues of INR 111 billion (US\$2.5 billion) in 2002, expected to rise to INR 292 billion (US\$6.5 billion) by 2007, television provides over 60 percent of the revenues from the entertainment sector (FICCI 2003). Today India is the third largest market for

cable subscribers in the world, after the United States and China. As for the viewers, in 2003 there were 84 million households with access to terrestrial television, of which 41 million households also had access to cable and satellite. Since each household is calculated as consisting of 5.5 individuals, it translates into a potential daily audience of nearly a half billion viewers for terrestrial television and a quarter of a billion viewers for cable and satellite (Kasbekar, 2006).

The implications of globalization for the Indian media are strikingly evident in the Sample of Zee TV, India's first private Hindi-language and most successful satellite channel. The Zee network has aimed to reach the mass market by pioneering movie-based television entertainment (Thussu, 1999).

Arguably the biggest driver of entertainment in the future, television is currently available in Indian homes through (i) direct satellite, (ii) terrestrial channels, and (iii) direct to home (Bose, 2006). Today there are a total of 192 million households in India 56 million in urban areas. Of these, 43 million receive terrestrial television, with 27 million households also subscribing to cable and satellite networks. There is therefore scope for growth in urban areas, particularly



in cable and satellite television connectivity. There are 136 million rural households, of which only 39 million receive terrestrial television and 13 million have cable and satellite connections. As of 2010, the country has a collection of free and subscription services over a

variety of distribution media. Through which there are over 515 channels and

150 are pay channels. And the number of TV homes in India grew from 120 million in 2007 to 148 million 2011. Cable reaches 94 million homes with 88 million analog connections and 6 million digital ones, while DTH has commanded 41 million subscribers (Vijayasathy,2016).

Television advertising has further expanded since 2000 and the gap in expenditure is narrowing. By 2004, print expenditure was Rs 5,450 crore, US\$1.2 billion, while television was Rs 4,860, US\$1.1 billion (Adex cited in The Hindu Business Line, 2005). Television is an important medium in India. Gallup Pollsin the 1990s estimated that 59 per cent of the Indian population had exposure to television and by 2004, 37 per cent of Indian households owned a television set (The World Bank, 2005). By 2006, there were an

estimated 250 channels for an estimated 65 million satellite and cable homes . The satellite and cable station audiences were the affluent middle classes (Moti, Gokulsing &,Dissanayake,2009).

## Cinema

Cinema is the most important form of popular entertainment in India. With an annual production of 800–1,000 films, India is the world's largest producer of films and this wealth of production informs all aspects of Indian cultural life. Songs from films account for around 66 percent of the music industry's revenues. Feature films, film songs, interviews with films stars and other industry based programs are an important feature of terrestrial and cable television.

However, the majority of films are produced in two main centers: Mumbai (formerly Bombay) and Chennai (formerly Madras). The Mumbai based film industry produces between 150 and 200 films a year and is now routinely referred to in the media as "Bollywood." These films are in Hindi and follow a standard formula made up of familiar storylines elaborated by six to eight spectacular song and dance extravaganzas and comic subplots.

Another famous film industry, is Tamil film. South India is the largest

producer of films in India. : the Tamil film industry based in the South Indian state of Tamil Nadu. Since its beginning in the silent era, Tamil cinema has grown into a multimillion dollar industry. Located in the Chennai district of Kodambakkam, Tamil Nadu's cinema city, it produces 150 - 200 feature films annually. It is often referred to as Kollywood, an amalgam of the words Kodambakkam and Hollywood. Tamil cinema has a long history comparable to other Indian language cinemas (Velayutham,2008).

Ganti, (2004) pointed Sound as well as music arrived in Indian cinema in 1931, with the release of the Hindi film, *Alam Ara* (Beauty of the World), on March 14, at the Majestic Theatre in Bombay. Advertised as an "all talking, all singing, all dancing film," this production by Ardeshir Irani, with its seven songs, established music, song and dance as staples of Indian cinema. Some important director in Bolly wood, Mehboob Khan (1906–64), Bimal Roy (1909–66), Hrishikesh Mukherjee (b. 1922) Raj Kapoor (1924–88).

In the past 10 years, some of the most popular films such as *Black* (2004), *Dhoom* (2004), *Dus* (2005), *Hum Tum*

(2004), *Kabhi Kushi Kabhi Gum* (2001), *Kaho Na Pyar Hai* (2000), *Kal Ho Naa Ho* (2003), *Mohabbatein* (2000), *Murder* (2003), *Salaam Namaste* (2005), and *Yaadein* (2001) were top-grossers. All featured westernized themes; foreign locations, actors and singers; and liberal use of English in the dialogues. And also films that express Indianized themes, such as *Gadar* (2001), *Munnabhai MBBS* (2003), *Devdas* (2002), and *Veer Zaara* (2004), and do well at the box office ( Rao,2007).

### New Media

Day by day the new media technologies are penetrating in Indian society and influencing the various walks of life. Particularly they have become part and parcel of the media system. The online advertising market in India will touch Rs 3,575 crore (578.13 million) by March 2015, a 30 per cent rise from Rs 2,750 crore (US\$ 444.72 million) in March 2014, as per a joint study by the Internet and Mobile Association of India (IAMAI) and IMRB International. Of the current Rs 2,750 crore (US\$ 444.72 million) digital advertisement market, search and display contribute the most search advertisements constitute 38 per cent of total advertisement spends followed by display

advertisement at 29 per cent, as per the study. The Internet's share in total advertising revenue is anticipated to grow twofold from eight per cent in 2013 to 16 per cent in 2018, as per a joint report by Confederation of Indian Industry (CII) and Pricewater house Coopers (PwC). Online advertising, which was estimated at Rs 2,900 crore (US\$ 468.97 million) in 2013, could jump threefold to Rs 10,000 crore (US\$ 1.61 billion) in five years, increasing at a compound annual rate of 28 per cent (Mckinsey,2014).

## Advertising and Outdoor media

Outdoor advertising has also been an important medium in major cities and is also common in rural areas and from 1993–97 averaged about 5.5 per cent of total advertising, which is similar to international trends. Films are another important form of advertising especially for the rural consumers. The latest marketing frontier is the internet. In 2005, the number of internet users in India was 60 million (CIA, 2007), an increase from an estimated 800,000 in 1999 (Subramanian, 1999). Internet users are predominantly male and young. Pepsi and Coca Cola are some of the leading marketers targeting this group. Some of the

largest advertisers in India are exploring other media to attempt to enter the vast rural consumer market, where even a small percentage of market share amounts to millions of consumers (Moti, Gokulsing &Dissanayake,2009).

## Blogs

Gokulsing, Dissanayake (2009) were conducted a study about blogs in India, As of 20 October 2007, the time of writing, BlogPulse4 records 61,653,333 identified blogs, with over 100,690 being added in 24 hours. The study focus on personal blogs produced by Indians, archived at sites such as [www.sulekha.com](http://www.sulekha.com), [www.blogstreet.com](http://www.blogstreet.com) and the cybermohalla5 project. Personal blogs and online autobiographies diaries alter notions of public and private. In India, as elsewhere, autobiographies are written by public figures: *gurus*, industrialists, screen and sport stars and statesmen .Blogging marks a massive democratization of autobiography as a genre.

According to a (2006) survey 76 per cent of bloggers in India are men. The dominant age group (54 per cent) was of men between 25 and 35. With such associations, the personal space of the blog leads onto the public sphere through linkages and networking

with other bloggers (Juluri, 2003; Mankekar, 1999; Mazzarella, 2003; Rajagopal, 2001).

### **Statement of the Present study**

The subject of globalization has been widely discussed in the new millennium by the scholars,

administrators, activists and others all over the world. The process of globalization has definitely

affected the media scenario of the world. globalization and the function of mass media are so intertwined that it is impossible to imagine globalization without the presence of media.

Given the importance and the impact of globalization in today's world and the high influence of globalization on the media in India it was felt necessary to examine all aspects of globalization and in particular the globalization of media.

### **Research Objectives**

1. To analyze the advantages and disadvantages of impact of the globalization on media in view of the media scenario and globalization
2. To find the impact of globalization on television.
3. To find the impact of globalization on films .

4. To study the impact of cultural aspect of globalization.
5. To study the impact of globalization on new media.

### **Method**

The present study is both analytical and empirical research by using both secondary and primary data. The secondary sources include books, newspapers, journals, website, dissertations, and seminar proceedings. Primary data was collected from the media persons, communication students, research scholars and faculty members. Survey method was used to generate the primary data. The survey was conducted among four groups of experts and specialists in the field of communications and media in Iran and India. In this research, the researcher has tried to study the point of views of four category groups about impact of globalization in cultural, political, economical dimension and especially media in both countries and analyze them.

### **Sample size**

As the sample frame of statistical population is available in this research, so our sampling belongs to the probability

category and give us a more accurate and most popular sample finally.

In order to compare the viewpoints of media experts, any individuals in the field of communication and media in India, it was tried to study about 120 people ,Media professionals and communication experts were studied in four groups and each group contains 30 individuals. The first group was high school diploma people with over 10 years experienced in the media, The second group, those with a bachelor's degree and work experience in the media, the third group of people with a master's degree and doctoral students and the fourth group of people with a PhD degree in the field of media and communication, whose expert in this field and were working as a faculty member at the different universities.

### Population

This study focuses on the globalisation and its impact on Iranian and Indian export views so research was conducted in Hyderabad as samples of India. The people were selected in Hyderabad from different universities such as Osmania University, JNTU, Telugu and Hyderabad University. Sakshi Telugu

newspaper, hands of India, siasat daily newspaper; Radia: Radio City, Radio Mirchi; TV channels: V6 news TV, 6TV, NTV, TV 5, TV 9, Zee TV, are private and public television , newspaper and radio in Hyderabad.

### Questionnaire of Research

In order to collect data and information, a self-made questionnaire which was prepared by researcher is used, which contains of 35 questions in accordance with the objectives were administered and collected the views of media persons, communication students ,research scholars and faculty members.

### Findings and Discussions

#### **Perceptions of respondents about the influence of globalization on expansion of media activities**

Majority of Indian respondents have paid attention to this matter. As shown in research as many as 50 percent of Indian respondents expressed that the process of globalization greatly has been caused due to expansion of media activity in production activities and new services in

high level 16.7 percent of the respondents felt the impact as very high.

### **Perceptions of respondents about impact of globalization on censorship**

majority percentage of Indian respondents believed censorship of media after globalization became less. 31.7 percent of Indian respondents expressed that the growing trend of globalization has led to less censorship of the media to deliver their content to their audiences in high level and 40.8 in medium level.

### **Update Information and News**

55 percent of Indian respondents stated that growing trend of globalization has led media to use the most updated and stronger information technologies and news for awareness of audiences in a high range and about 20.8 were believed on its usage in very high level.

### **Media Globalisation Origin of economic Globalisation**

Based on the result and comparing them with theories and views of scholars revealed that the globalisation of economy, has been the origin of the globalisation in the world and has been more tangible with

respect to the rest of the aspects of globalisation but, the majority of Indian respondents have felt that the globalisation came through the globalisation of media and communications and has looked at the globalisation of media as a source of globalisation.

### **media globalization caused the cultural globalization**

With consideration that all the issues related to media are related to the culture of communities, most people know culture globalization as media globalization. Therefore majority of Indian respondents around 85 percent reported that media globalization has led to globalization of culture.

### **Perceptions of respondents about influence of globalization on the media especially television**

There is significant growth of globalization in India and the emergence of private television and thousands of diverse programs for all age groups also as well as Competition from television and cinema in India ,has caused that the most percentage of respondents emphasized this matter. About 50.8percent of Indian samples expressed that globalization has had an impact on media activity in high level



while 23.3 percent expressed its effect in a very high level.

## **Influences of Globalization on Cinema**

India as the world's second strongest cinematic ,media produces annually about a thousand movies .Bollywood after globalization has employed a new modern technologies that had not been used before .So majority of respondents agree that globalization has had a great impact on Indian cinema. About 69.2 percent of Indian respondents believed that media globalization has had an impact on cinema activity in a high level while around 18.3 percent express its effect in a very high level.

## **Cinema and Propagation Traditional Culture**

Indian cinema emphasizes the promotion and dissemination of their traditional culture in the era of globalization. while all respondents believed that india through cinema spread, promote culture of hero making, praising the good people and loving human beings in culture of Bollywood. This will advance their traditional culture hence their film makers use this issue as a basis for their works..

Around 46.7 percent of Indian sample in high level,30.0 in medium range and 10.8 percent in very high level expressed that media, especially cinema programs focused on the promotion and dissemination of traditional culture.

## **Foreign Direct Investment of Media**

India ,according to mass product film and TV serials as, one of the largest exporters in the world , That large sum annually earned through the sale of films and serials. In fact, the Indian foreign investment in film and TV play a major role in the world . so most of respondents believe exports media product has increased after globalization About30.8 percent of Indian sample in high level and 41.7 percent in very high level expressed that Globalization has increased the foreign investment of media.

## **Perceptions of respondents about the impact of globalization on tradition and customs of people**

India is a country with various traditions and customs and people are very stressed to preserve their traditions and customs .The majority of respondents believed that globalization is diminishing many traditions. About 38.3 percent of Indian

sample in high level and 24.2 percent in very high level were believed.

## **Television Programs and Consumerism**

Media with spread advertising and exaggeration of various products, has tried to propel communities into consumerism . Due to the increasing numbers of TV and the range of advertising that is very high in India, 43.3 percent of Indian respondents stated it as in high level and 20 percent stated it to be very high level and expressed that the media, especially television programs focused on consumerism.

## **Conclusion**

Globalization has broad implications relating to different dimensions of human life. It has influenced the social, economic, political, cultural, educational and even the personal lives of people all over the world with some degree of variation. While some scholars believed that the globalization started long back, some scholars attribute it as the recent phenomenon. It is seen as both positive and negative phenomenon. A core element of globalization is the expansion of

world trade through the elimination or reduction of trade barriers, such as import tariffs. Greater imports offer consumers a wider variety of goods at lower prices, while providing strong incentives for domestic industries to remain competitive. Globalization is seen as a natural result of advances in communication technology, particularly the Internet and satellite transmission of mass media.

Analysis of the perceptions of Indians revealed that globalization has caused the emergence and increase of lot of private channels and also drastically increased the number of TV and movie productions .On the other hand heavy competition between cinema and TV caused extraordinary increase of advertising in India. According to the perceptions of the respondents, foreign direct investment of Indian media is very significant in all over the world and has a major roll of revenue in India. Over all globalization has significant impact on media in India.

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