

[DOI: 10.20472/IAC.2016.025.015](https://doi.org/10.20472/IAC.2016.025.015)

PLABITA DAS

D.D.R.College, India

THE MANUFACTURING OF PROGRAMS- AN OVERVIEW OF INDIAN MEDIA

Abstract:

Never in the history of India, has the media been so much in focus and controversy as is today. In the wake of what we may call the post globalised and liberalised economy of the 1990s, the advent of information technology era has brought about a host of those radical changes, the socio-familial repercussion of which are considerably and unfavorably polluting very rich cultural, moral and ethical values of the people in the country. It cannot be denied that the pain, agony and atrocities of modern men have woefully increased with the expansion of the media, whether it is print media or visual one.

News studios have gradually become sites where news is 'manufactured'. Indeed television is more interested in a bid to increase their TRP ratings (Television Rating Points) and are resorting to sensationalised journalism with a view to earn a competitive edge over the others.

In this paper, I will try to assess how electronic media especially television has given journalism a new nature in India. Because it is a reason of major concern as people have witnessed frequent failure of the media to keep their responsibility to the people and their needs, aspirations and ambitions.

Keywords:

Media, Globalisation, Television, Culture, Manufacturing news