

MANAGEMENT AND TECHNOLOGY IN ELECTRONIC MEDIA: An Overview of Kannada News Channels

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Abstract. The Management and new technologies in Electronic Media have revolutionized the entire media. This paper puts a light on new trends in Kannada News Channels and also discusses limitations and blemishes of the technology. The study further discusses the importance of advanced management and technology tools, as the past decade use television to broadcast News in Kannada News Channels. In future viewers may see many other technologies far better than earlier content

Keywords: *Management, Technology, Electronic News Gathering, Social Media, Mobile Journalism*
Introduction

Celebrated musician Jim Morrison once said, "whoever controls the media, controls the mind" and that statement holds true even to this date.

Media works as a watch dog of constitutional norms. It has a crucial role to play in any democratic form of governance. So much so, that in the Indian context, the role of media has a bearing on the growth and development of the society at large and also the way governance takes course in all its forms. Be it political, bureaucracy or judiciary, media ensures active participation of all stakeholders of democracy. We set the tone for a transparent and ethical functioning of Government machinery there by guiding the nation towards prosperity and development. With the task and character of media being defined as thus, the role and responsibility of the Electronic Media in the existing scenario in the country is more critical and decisive. In the Indian context however, it is pertinent to take a deeper look on how the lateral forms of Media ie Electronic Media has evolved in the last one decade or so and the intrinsic relationship it has with the technological updates of latest innovations which will keep afloat the competitive edge of any electronic media house in the country.

The impact of Information Communication Technology on society in general has been enormous over the past two decades. It is said that we live in the third generation of media. First it was the use of Print. Second were the radio and television channels, computers and internet are the third and new wave of media communication. Computers and internet have helped achieve quality, effectiveness and access to education. The dawn of new age media has largely influenced the way TV channels and media houses have been functioning in India.

News channels used to cater to a general segment of viewers with large chunk of revenue only through small time advertisements, but it went through a lean phase of revenue downfall and weaning viewership base.

Take for example....DoordarshanIt had a larger reach in the late eighties and the early nineties. But its inefficiency to absorb on the latest technology made it lose out in the race to divergent electronic media channels. To be specific, the emergence of new age channels in the late nineties like Zee, Star at the national level and Udaya at the local stations gave a run for their money. It eventually lost its market to private owned channels in the country. It's the harsh reality of our government owned network.

The period between late nineties and early 2000 was marked by spectacular bubble and bust of the internet based news and entertainment companies popularly known as dot-coms.

This created a downfall in revenue in traditional media segment like newspapers, magazines in the early nineties. However, the din created by the dot-com companies failed to live up to the expectations.

Technology had failed to reach out to a broader audience. The steep down fall in revenue of traditional media followed by the dot com down fall in the later part of the nineties came as a God Send Opportunity to newly evolving electronic media channels across the country. Like they say 'one man's food is another man's poison', the electronic media companies began harnessing the new age technologies in the most adept manner and began reaping the profits.

As a result, the late nineties witnessed regional channels evolving into major media conglomerates in the country. Eventually these media companies made a beeline to reap the rich benefits of servicing niche clientele in sectors like IT,BT,B2C, B2B, Event Management, Profile, Hospitality, Entertainment etc. The new phase saw electronic media reach greater heights in terms of diversity and technology.

Media targeted a new breed of viewers and used novel techniques to attract young and productive base. Youth oriented programmes, hand outs, product features, profiling of celebrities, life style features etc began attracting a wide range of small as well as different segmented advertisers. All this would not have been possible without the influence of advanced technology in electronic media in general especially news channels.

Let me explain how.... To begin with, I would like to inform you that there are various departments in a news channel just like in any other software company. For example, there is reporting, camera work, video editing, graphics and news production to name a few.

LET'S BEGIN WITH CAMERAS

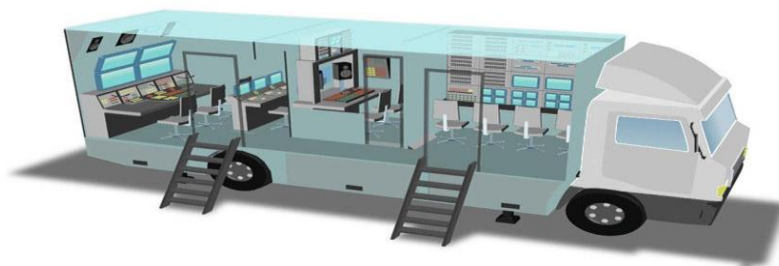
The most basic for any news channel is a camera. A camera follows you like a shadow where ever you go. A cameraman and a reporter are like two sides of the same coin. However, cameras have evolved faster. Imagine this....there was a time when cameras required tapes or DV tapes to be precise. These DV tapes were used to record footage and later had to transferred on to a editing system for editing purposes.

The tapes would take the real time to be loaded onto a editing system. Meaning, if there was one hour of footage recorded, it would take one hour for it to be downloaded on a system. But things have changed for the better. The latest technology cameras use data cards and chips instead of those old tapes. They are small and have a larger data capacity.

Some of these cameras can do simple editing without a computer connected. You can record for long duration without changing tapes. For example, you can shoot a 12-hour concert or election rallies without changing tapes or missing a beat. You no longer need to buy tapes before going on a shoot. Footage is transferred to an editing computer at four times real time...Meaning a 12 hours footage can be transferred to a editing system in an hour or less...

MOVING ON NEXT REPORTING

Reporting is all about providing accurate information in the fastest time possible. There is nothing better if a reporter is at the spot providing information from the battle field live. Now, if this can be done only with the use of technology.



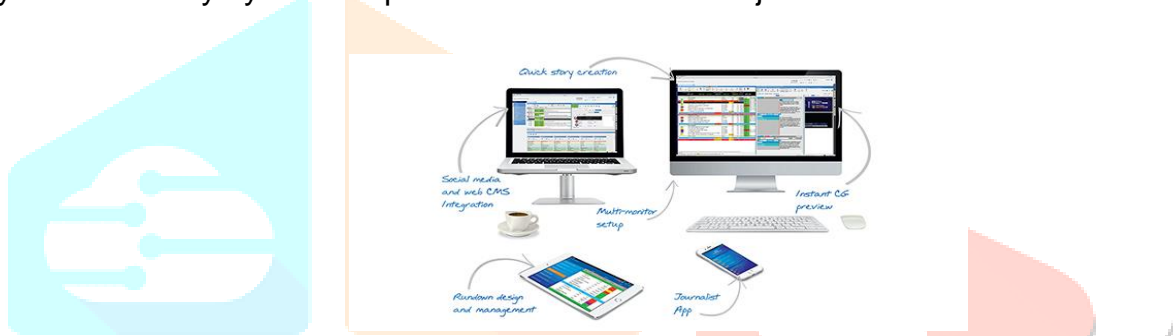
Take a look at this photograph. Some of you might recognize these vans...They are called OB vans or Outside Broadcasting vans. These were a must until a few years ago to report news live from the spot.

These vans used to be big and required a whole lot of man power.

OB Vans needed production switchers to select cameras, an audio mixer to balance great sound, graphics and video effects, servers for recording and replay, and other infrastructure. But now, OB vans are a thing of the past. Live kits have taken over OB vans and have come as a blessing for both channels as well as those on the field. Live kits or live streaming equipments are the size of a back pack and can be handled by a single person. A cameraman can wear it on his back and help a reporter give a live report from the spot without any hassle. Live kits have the capacity to manage both audio and video in one single equipment. It's portability helps reporters to reach even the most toughest of locations. You may be surprised to know that live kits work just like your cell phone. All it needs is a bag, multiple data cards and a sim card to function. It's not just the portability factor that helps media channels. Even the cost to own a Live Kit is far cheaper than owning and running a OB van.

Advanced News Room Technology and Software

Technology changes quickly, as does how we use it. Even online newsrooms are now managed more effectively and efficiently by both corporate communicator and journalist.



Because of the continuing maturation of online newsrooms, Advanced News Room Technology encompass essential content, functionality, setup, design, reporting, integration components and journalists' tools that implemented in Kannada News Channels like TV9 Kannada, Public TV, Kasthuri News, Praja News Kannada, TV18 Kannada, B TV News, Focus TV, Suvarna TV, Digvijay TV, Raj TV, Suddi TV etc.,

Conclusion

Television News coverage is revolutionizing journalism from a quite long period. First was the emergence of a new technology in the world of information. The emergence of a new professional to be looms has to adapt to this new environment and become polyvalent. The Newsroom software like OCTOPUS and ENG devices have already reformed the newsroom by introducing new means to connect with viewers and to communicate with other journalists within same place. If embracing everything from expands the definition of news long form broadcast stories. It is clear from this study that Kannada Television News Channels are increasingly moving center stage; influencing the strategic direction and practice of Electronic Media.

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