

**SEMESTER-II**

**PAPER-CC-6 : TELEVISION JOURNALISM**

**UNIT-II**

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# Table of Contents

## **LESSON – 5 : Commercial approaches of Private Satellite Channels**

5.1 : Introduction

5.2 : Commercialization of Doordarshan

5.3:Corporate power and the commercialization of Television

5.4 : The Challenge of Satellite Television

5.5 : Summary

References/Further reading

## **Introduction:**

With the development of national broadcasting of national broadcasting-television especially, through Doordarshan and its increasing commercialization as a result in particular of the success of soap opera such as 'HUM Log' and the MAHABHARAT and the RAMAYAN, the concerted questioning of the relationship between the state and Doordarshan gathered momentum. Pressures for the Privatization of electronic media have grown while many within the mass media industries have expressed concern over the amount of control the state is able to exercise over production and editorial content.

## **Commercialisation of Doordarshan:**

The commercialization of Doordarshan basically began in 1976 when television services were separated from AIR and commercial spots were introduced. Advertising sponsorship followed in 1980. The pace of commercialization has been encouraged, first by the sharp increase in the number of television viewers since the mid-70s and second, since the mid 80's by the success of humlog, Ramayana & Mahabharata. As a result of commercialization and the success of soap opera, there has been a sharp increase in annual revenues from advertising spots a leap from -0.6 million dollar in 1976 to 130 million dollar in 1988), increase in advertising rates and increases in Doordarshan operating casts (Singhal & Roger's 1989).

Undoubtedly the drive for the increased rate of commercialization indeed privatization of Doordarshan has come from some forces within the central government anxious to reduce its funding.

## Corporate power and the commercialization of Television

The greatest drive for the rapid commercialization of Indian television has undoubtedly come from the expanding corporate and industrial sectors of the economy.

The consuming public for expanding goods and services, and thus for advertisements, was composed initially of wealthier & propertied strata-essentially the new petty bourgeoisie and certainly not the poor and the candles.

Television has the important advantage over most other media of being able to effectively reach this clientele at relatively low cost and especially through entertainment oriented programming.

### The challenge of satellite television:

Strong pressures for greater media autonomy and privatization long preceded the rapid introduction of private satellite television.

The initial entry of STAR TV in the satellite television market provide them with and advantage, not just simply in terms of programming and the ability to tap the most influential audience and advertising segments, but in the basic channels of communication.

STAR TV seized a substantial advantage over Doordarshan by effectively tying up the distribution system.

At the time STAR TV first began its transmission to India these was apparently little Doordarshan management concern about the threat it posed to existing electronic media interests.

Indian government responses to the introduction of private satellite television and private cable television systems and the pressure for a more through going privatization of Doordarshan faced with the mounting competition from the satellite television channels,

declining audiences and increasing shrill criticism, especially from private television and film interests the Doordarshan management and the Indian government responded by first. Announcing the up linking of the four metro channels to the INSAT-1A and 2A satellites.

### **Summary:**

Television commercials and television shows both promote the purchase of commodities. Advertisers and television networks don't want viewers to go out and search for the answers on their own. They want to provide the answers on television. Television is promoting a lifestyle. It is a virtual reality that advertisers and networks seek to promote in order to generate additional revenue. While watching television, the viewer is not seeing the world as it is. He or she is looking at a world created by advertising. Television programmes are put together to create a consumer society. But what makes television different from other forms of advertising, is that the viewer has absolutely no control over the images.

### References/Further Reading

1. Newwrites.in / commercialization of media & erosion of public sphere – Subhas Dhuliya
2. Gibson, Roy, (1991) Radio and Television Reporting, Allyn & Bacon.