

REINVENTION OF TELEVISION NEWS THROUGH INCREASED USE OF DIGITAL AND VIDEO FORMAT

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Abstract

Television news has been losing consumers in recent times. This paper focuses on the detailed attributes of television news and the implementation of the social media and the digital video format. The section has provided the qualitative information which is required for the completion of the research paper. The chapter has successfully delivered the approach for the different analytical factors for improving the current situations of television news in the industry the theoretical framework is also provided in this chapter properly. The positivism philosophy and the secondary qualitative data have been collected for the proper analysis of the subject. Digital content creation with the news is the major factor and this will help the companies to come out of this declining situation

1. Introduction

1.1 Background of the Research

Digitalisation is the current concept where digital technologies are used in the business model to provide opportunities for the service and value to the service. The concept of television news in India is very poor as there are a lot of issues regarding digital news. The research is going to be conducted on the basis of the situations which are created and have an impact on the research in an effective way. The digital revolution has an impact on every business space in India and as the country is a developing country, there are different sectors on which the development of the business is dependent. The news channels have developed by showing the evidence through digital networks and thus digitalisation is required in TV news channels of the country.

1.2 Rationale

Digital reinvention is the main factor that is making a huge change in India as the analysis of digitalisation processes is highly effective. The issue is mainly created in India as from a technical perspective India is far behind and there are a lot of impacts which is affecting the current system. Digitalisation has changed the current statement and their many platforms which are getting a huge advantage of the situation. The explosive growth in television news

is recorded after the proper use of the digital network in the current world. The video format has faced many issues and the issues continue to grow. But digitalisation has changed the overall strategy of the current business models. The multi-disciplinary innovation has made a huge change in the development of the news channels and helps in following the path of reinvention through embracing the digital technologies in the systems.

1.3 Research aims and objectives

1.3.1 Research aim

The research mainly aims to “describe the analysis of the reinvention of television News through the increased use of Digital and Video Format in India”. Besides, the growth in the digitalisation of the processes in India is also described in the study.

1.3.2 Research objectives

- To find out the critical factors of the reinvention of television news in India
- To analyze the impact of digital and video formats on the reinvention processes of television news
- To describe the challenges in the reinvention of television news in India
- To critically analyze the strategy used for the reinvention of television news related to digitalisation

1.4 Research Questions

The research questions are as follows-

What are the critical factors of the reinvention of television news in India?

What is the impact of digital and video formats on the reinvention processes of television news?

What are the challenges in the reinvention of television news in India?

What are the strategies used for the reinvention of television news related to digitalisation?

1.5 Significance of the Research

Television news has been losing consumers in recent times. It has been seen that people have been inclined to digital media and social media. It has been seen that there are several factors associated with digital media and social media. As per the research of Kapoor and Kapoor (2021), people have been watching the news over social media and the need for television news has been declining with time. Hence, television news channel companies must go for a detailed analysis of the changes in the format of the news and the implementation of social media in social media channels. The strategies and the style of presentation of the television news must be changed and they must be associated with social media and technology, it would be beneficial for the companies and hence this makes this project significant.

This paper focuses on the detailed attributes of television news and the implementation of the social media and change in the representation format of television news. The strategies are very important for the companies to implement and this makes this paper informative and significant as it is solving a bigger issue in real time. As per the research of Kapoor and Kapoor (2021), in addition to that, the authentic data have been collected and all the names of the authors have been mentioned properly. This makes the paper authentic as well as impactful for the different sections of the television news companies operating in India.

2. RESEARCH STUDY

2.1 Introduction

The research study is one of the most important chapters in the overall paper and this chapter focuses on the detailed analysis of the collection of the data and the approaches to the data analysis. The proper research philosophy and approaches are required for the detailed analysis of the subject. As per the views of Newman and Gough (2020), this paper focuses on the reinvention of television news through the increased use of digital media and video formats. This is one of the major subjects in recent times as Television news has been decreasing and the consumption of television news has decreased by a significant amount. This chapter focuses on the detailed aspects of the research philosophy, data collection and data analysis methods.

2.2 Research Philosophy

Research philosophy is one of the most important factors and it provides detailed approaches of the assumptions and beliefs based on the different contemporary approaches. Research philosophy provides a detailed analysis of the research and the way the data and information is gathered, analyzed and used. As per the research of Pandey and Pandey (2021), there are several philosophies and the options are Positivism, Realism and Interpretivism. In this paper, positivism philosophy is taken. It is due to the fact that this philosophy gives a detailed overview of the components.



Figure 1: Types of Research Philosophy

(Source: Kapoor and Kapoor, 2021)

In this paper, the requirements are based on the declining nature of television news and the reinvention of the news formats in a new way using digital media and the internet. There are several components of this particular topic and the connection between the components are very important to connect. As per the research of Kapoor and Kapoor (2021), the major components of this topic are television news, digital media and social media. The positivism philosophy is one of the major philosophies that enable the proper connection of the different components. The television news must be linked to digital media and the internet and social media. As per the research of Mukherjee (2019), Television news has been declining and in recent years, television news has been losing consumers over time. With the increase in technology, online media is getting more powerful and the users of social media has been increasing, he has made the number of consumers to decline in the case of television news.

2.3 Data collection

Data collection is one of the most important aspects of this paper and this section focuses on the ways to collect the data from different sources. As per the research of Kapoor and Kapoor (2021), the proper collection of the data is one of the most important factors and this can be considered as one of the primary sections of the research. The collection of the proper data gives the research a better shape and the collected data can be analyzed better with the collected to required type data. In this paper, secondary data have been collected.

The secondary data is one of the most important and required in this case. It is due to the fact that the subject needs to be connected from different sides and several components can be created from this subject. As per the views of Snyder (2019), the subject is the reinvention of television media and the implementation of digital content and social media in advertising. Secondary data is very important in this case as the various sides of the television media can be converted with this type of data. There are several subsections of the television media and the digital contents and the secondary data covers all the different sides of the subject. With the help of the secondary data several sides of the topic can be covered. As per the views of Vázquez-Herrero *et al.* (2021), the different sides of the television media and the different components of the digital media can be accessed and the broader approach of the data collection can be done with the different sections of the secondary data collection.

2.4 Data analysis

Data analysis is the primary aspect of the subject and the collected data can be analyzed better with the help of data analysis. There are several data analysis techniques. The major approaches are Quantitative approaches and qualitative approaches. Quantitative approaches focus on the numeric data and the statistical information whereas qualitative data focuses on the informative and descriptive approaches of the subject. In his paper, the qualitative data analysis approach has been selected.

The digital media and the internet has been increasing and with the increase in the digital media and social media, the use of the internet has been increased, a lot of people have been using the internet and they spend a lot of time over the internet, Hence the consumers of the television

news have decreased exponentially. People have been shifted towards online media and social media and this has created major issues for television news channels. Hence, the change in the format and the representation must be done in the television news. As opined by Ilan (2021), the secondary data in this case is more useful and the qualitative analysis is one of the major aspects. The thematic analysis has been taken care of well in this paper.

Thematic analysis is one of the major types of the data analysis that helps the people to analyze the data using the different components. This topic has several; components and with the help of thematic analysis the diverse sections of this topic can be covered. As per the research of Kapoor and Kapoor (2021), in addition to that, several factors associated with the digital media and the online television news can be discussed in a broad approach using thematic analysis. Hence considering all the different aspects, it can be said that thematic analysis is one of the helpful and required factors in the case of the discussion of the importance of the digital shift in television news in terms of representation.

2.5 SUMMARY

Television news has been losing consumers exponentially and people have been using social media and digital play for more than television. This is the reason. The television news content is required to be changed and the representations must be changed and the digital media must be implemented. Positivism philosophy has been selected and the secondary data have been collected. The data have been analyzed with the implementation of thematic analysis and these are required for the successful discussion of the importance of the change in the format of the television news.

3. LITERATURE REVIEW

3.1 Introduction

The concepts of the literature review are based on the different analysis processes and the impact of this analysis is based on how the approaches are creating an impact on the current issues. As the analysis of the reinvention of television news is having an impact on the current systems, the secondary qualitative data from the different journals could provide a lot of interesting factors and help in the analysis of the current situation. The section is going to provide the qualitative information which is required for the completion of the research paper.

3.2 Critical Elements of the reinvention of television news in India

The reinvention of television news is mainly dependent on the factor of digitalisation. As per the view of Mudgal,(2020), the rate of Digitalisation is the main element on which all the development is dependent. There are a variety of factors in which digitalisation can be expressed in India. The current status of the country as the development of the internet is very high and the government is trying to facilitate high-speed internet in every sector of the country for the improvement of the strategies.

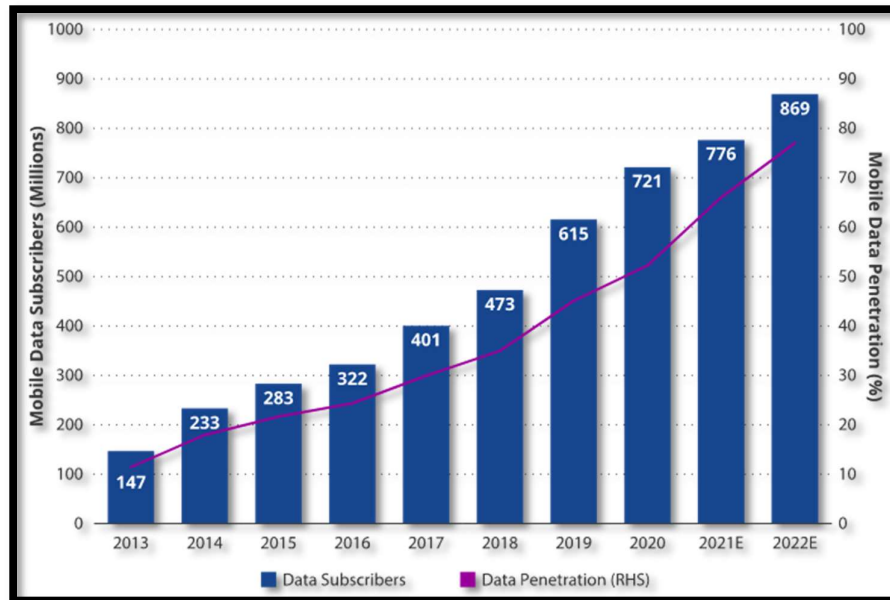


Figure 1: Digitalisation Growth in India

(Source: Ilan, 2021)

The figure above can describe the rate of digitalisation in India. The replication of digitalisation is having a huge impact on the reinvention of television news. The news channels are able to telecast the news in the different channels of the country. There are several aspects in which development is required for making the news more effective and replicating the proper aspects for the development of the technologies. Apart from digitalisation, the broadcasting of the news format is also another element that is making an impact on the current state (Ilan, 2021). The incrimination of streaming platforms and taking a lot of streaming platforms are providing the channels with a huge stage for the innovation of the different systems. The use of the internet has increased the use of social media and social media is also a platform where the increment of the analysis is required for the development. There are a lot of issues in the 24 hours for creating an impact for the news channels in the different sectors.

3.3 Impact of digital and video formats on the reinvention processes of television news

The television news industry of India is becoming popular after digitalisation and the impact of digitalisation is mainly effective for the development of media platforms. In the opinion of Gutsche Jr, (2019), the viewership from television is generated at 10.4% viewership which is the most effective approach, but there are many aspects in which the development of the current status of the news channels is very useful. In responding to the current GEC and movies, the analysis of the status is very effective and there are a lot of impacts that can be effective for the current situation to develop the composition of the complex intersection. The development of movie platforms is hugely effective and there are a lot of scopes by which the television industry is getting a lot of benefits.

The concept of diverse change is based on news channels and shows the different diverse changes through a variety of factors. The patterns are usually for improving artistic aspects. The provision of job opportunities is mainly based on the different sectors and the unusual approaches for several aspects of the country. As per the view of Mishra, Yan, and Schroeder, (2022), the new Channels have been evaluated from various stages and these stages need to be more effective for the company. The simplifying the aspects of the and providing the solution from the current solution for needs for the several situations. The solutions of the current channels can have huge experimentation and pop-up channels in developing the infrastructure of the company.

3.4 Challenges in the reinvention of television news in India

The challenges that are useful in the different sectors can be useful for the several sectors in terms of revenue. The channels are facing different difficulties which are related to the windfalls and the demand for the channels is very effective. Indian television is facing a lot of challenges in various sectors. The challenges that are mainly faced in the industry are discussed below.

In 2020 the company is facing a lot of challenges which are mainly effective and the expenses increased during the covid 19. There are different sectors in which the analysis can be increased and the development of the demand is highly useful for the country. In the opinion of Devi, (2019), the main channels for television are recovering from the loss that the industry faced during the time of the pandemic. The loss during the pandemic and the television news is facing a lot of challenges due to the analysis of several factors.

The crisis of the measurement is another challenge that the industry is facing and these are highly effective for the channel level ratings. The government has dropped out the rating and the impact of the rating is not properly effective for the news channels. The implementation of the new traffic order is issued for the company. The challenge during the niche is very effective and there are a lot of issues for the sustainability of the organization. The digital impact is highly effective but there is a huge approach in the OTT platforms where television is mainly effective for the fundamental societal changes in the industry.

3.5 Mitigation strategy for the reinvention of television news related to digitalisation

The mitigation strategy for the challenges is based on various factors as there are different policies that are required approaches. As per the view of Prasad, (2021), technological advancement and digitalisation are very useful for overcoming challenges. Digitalisation is the main factor that is being developed for various situations. The improvement of television is highly effective and there are a lot of factors in which satellite transmission is very effective. The remarkable growth of the industry is mainly effective and there are different situations in which growth is required to be developed (Devi, 2022). The impact of the current aspects is needed to be effective. Different websites have a huge impact on delivering these factors. The development of the OTT platforms is problematic but the different news platforms are also available for spreading the news and the strategy is very effective for overcoming the current challenges in the country for the developing approaches.

According to the comments of Sharma, and Banerjee, (2020), social media in the current days is a huge factor of digitalisation that has helped the current new channels to spread all over the country for developing various situations. The social media channels of the news channels and YouTube channels are able to provide the sector in various situations. The analysis can be described as the distributed content and it is available for the current situation to develop the issue properly. The platforms are available for spreading the different situations in the universal reinforcement of the company and providing the various aspects of the industry. The situations are very effective and provide a proper solution for the issues. Besides these issues, there are many approaches like lowering the advertisements and budgets for engaging the audience to the news and providing different types of digital design to attract more audience towards the news development issues for the company.

3.6 Theoretical Interpretation

The theoretical factors are always effective for the analysis of the current situations and the analysis of the approaches for the company. The current aspect is highly effective and is able to provide a huge consolation in the different techniques for overcoming the issues in the company. There are a variety of theories that could be utilized in these sectors and used for the development of the proper sectors. Adoption-Diffusion Theory is mainly effective for the country in the development of various aspects. The innovation theories are highly effective for the innovation theory as the theory is applicable in this aspect and there are a lot of aspects for the various situations (Nirmala, 2022). The theory states the different aspects like the early majority or the late majority for the improvement of the different sectors. There are many sectors in this theory that are very effective and the theory is applicable in this context.

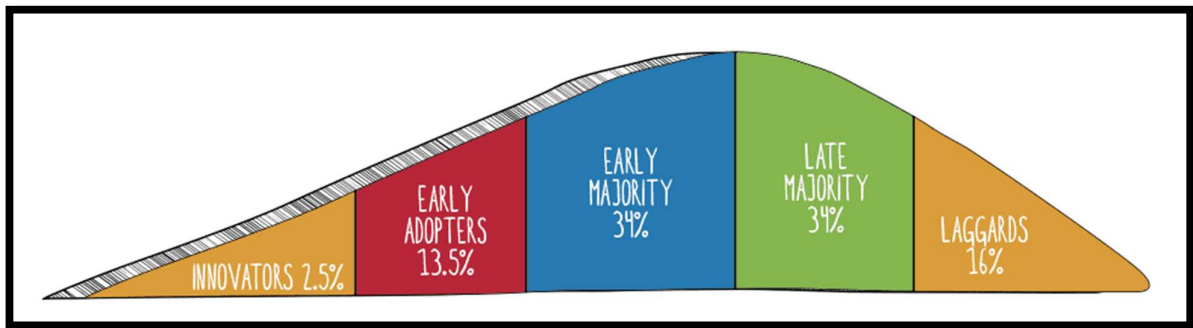


Figure 2: Adoption-Diffusion Theory

(Source: Sharma, 2022)

The theory is applicable in this concept as the digitalisation and the adaptively for the current problems of various situations. Besides, these are applicable aspects that are very useful in the different sectors as there is a huge approach for the country. There are huge aspects in which the concepts for the serious concepts (Sharma, 2022). The theory is very effective as there are different sectors that are very useful for the country. The theory is mainly effective and the impact is highly effective as there are huge aspects in technological changes. The changes are very effective for the cost of the current situation.

3.7 Conclusion

The section has provided the qualitative information which is required for the completion of the research paper. The impacts of the current news television sectors there are huge aspects that the chapter has provided. The automobile aspects are very effective and the analysis of the technology is derived in the chapter. Besides, the chapter has successfully delivered the approach for the different analytical factors for improving the current situations of television news in the industry the theoretical framework is also provided in this chapter properly.

4. CONCLUSION

4.1 Conclusion

In the previous time, Television news was the only option for the news and the number of consumers of television news was huge, With time, technology has improved and the predominance of social media has increased, In recent times, a lot of people has been using the social media and all the important news has been available in the social media. As per the research of Bose (2022), this is one of the major reasons for decreasing the number of people watching the news in India. Television news channels reported that the number of consumers has been decreasing and social media and the internet have been responsible. Hence this factor must be taken care of and this paper focuses on these issues having mitigation strategies of this issue.

This issue has been increasing and television news companies have been facing severe losses as people do not feel the requirement to watch television news as all the news is available on smartphones over social media. Television news companies have been facing a severe loss and this leads to the major change requirements of the channels; the style and the format of the presentation of the new channels must be changed. As per the research of Lobato and Lotz (2021), the internet and social media must be linked to television channels and major changes in the representation and the broadcasting of the news must be implemented in the companies in India. This paper is based on the detailed attributes of the change requirements of the television news channel companies in India and the implementation of social media in television news.

The secondary data have been collected in this paper and the quantitative approach has been taken care of well. The thematic analysis has been selected for the detailed analysis of the subject, The secondary data have given a broader approach and the thematic analysis has given this paper a detailed analysis stronger about the topic. As per the views of Ketola *et al.* (2022). the positivism research philosophy is taken in this paper. This has given better and theoretical support to the topic and this is based on the detailed analysis of the change requirements of the television news channels in India. This topic has been very important and significant as the technology has been growing and the channels must implement the changes immediately.

4.2 Recommendations

The major issue faced by the company has been the decreased number of consumers in the television. It is due to the fact that people have been spending a lot of time on social media and

the internet. All the important news and information are available to consumers on social media in the form of digital content. Hence, the companies must create digital content and the contents are to be created based on the fact that those are available on social media and the people consume the information for the companies. Digital content creation with the news is the major factor and this will help the companies to come out of this declining situation.

Social media marketing is one of the major factors that need to be implemented by the companies. Consumers are using a lot of functionalities and spend a lot of time on social media. This must be utilized by the companies and the digital marketing, as well as the social marketing must, be taken care of well by the company. This will be one of the most effective and fundamental strategic applications based on the requirements in the case of the news companies. This will help the companies to reach a larger number of customers through the social media and this will help the companies to deal with the losses better.

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