

# Situation and Analysis of Prevailing Marketism in the Media

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## Introduction

Due to the revolution in satellite communication, the more than two hundred year-old modern journalism tradition has vanished. The range and significance of news diversity have grown dramatically as a result of the variety of media. The graph of the devaluation of news and the credibility of media may rise or fall as a result of the constant interference and pressure that media like radio, television, the internet, web media, and digital media place on people's lives, but the appeal of news among readers, viewers, and listeners is always growing. News has become the central component of all mass media, including media, just as communication technology has become the lifeline of the entire world. Its first and last criteria are its attractiveness and authenticity [1].

The country's first newspapers, the Bengal Gazette or Calcutta General Advertiser, which James Augustus Hickey published in 1780, and the first Hindi newspaper, Udanta Martand, which was published in 1826, are now gone. Whether radio came out in 1921 or television did in 1959, all of them have changed completely. The information industry has experienced a new revolution since the Internet's inception. Except on paper, print newspapers can now be viewed across the seven oceans anywhere on the Internet. Radio and television can now be heard and watched from anywhere online. The media industry as a whole is now distributed worldwide thanks to the Internet. Human nature causes this. Information technology innovations grew in tandem with the growing demand for information. The craze for increasing information power among people limits the media's geographical reach, but its content and presentation have also undergone significant change [2].

## Description

The media has entered a phase of competition as a result of technological advancements. To maintain his abusive behavior, he must here adopt Darwin's theory of natural selection. The spread of marketism in the media industry lies behind this. The media has become somewhat shaky due to rising marketism. The term was sometimes referred to as Brahma. The situation has changed, though some information was required to be published in the newspaper. Now that any news is reported in the media, governance power is of little consequence. Certainly, the media is no longer credible. Most people have stopped taking paid news seriously since it started appearing in newspapers. In addition, public interest in the contents is waning. There are now a lot of stories about crime, cricket, comedy, celebrities, movies, and sex. The political news is there, whatever remains of these. Paid news has emerged as an anointing in front of the entire media in the 21st century [3].

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The majority of editors and reporters are willing to pay the full price for sponsored semi-untrue and untrue news. When it comes to protecting the public interest, he has prioritized private interests. From Harshad Mehta to Ramalingam Raju of Satyam Computers and from the 2007 assembly elections to the Lok Sabha elections, the story of how and how media owners have recouped money for publishing news is a testament to this. Paid news has put the media in jeopardy. The situation advanced significantly when there were allegations of media selling during the Lok Sabha elections. The Press Council was also informed of the complaint. The media had observed their tears with concern as well. However, the situation has not changed. The named organization frequently appears to be losing. The owner and editor are both played by the bourgeoisie. There is little room for improvement in this situation [4].

Radio's history looks a little different. Private FM radio channels rarely contribute to the public's interest in their presentation, whereas state-owned Akashvani does not intend to abandon its previous practice. His presentation is mostly filled with news about crime, cricket, comedy, celebrities, movies, and sex. The officialization of Akashvani has blurred the presentation into a blur. This is why the Chola of Akashvani can be seen there, from where the world has reached today. He is unwilling to adapt to the requirements of the present. In contrast, the possibilities were previously limited to radio. This was done so that it could reach 90% of the country's population. It was the cheapest way to get information in a language that was easy to understand. Taking the microphone in his hand and declaring, "I am seeing power in this, the miraculous power of God," Father of the Nation Mahatma Gandhi went to the Akashvani Bhavan in Delhi on November 12, 1947, at three o'clock on the day of Diwali. In point of fact, Doordarshan's rulers neglected it when it was separated from Akashvani.

With Akashvani, there is no new vision for the modern era. Private FM stations, on the other hand, do not care about the public interest. They only need to entertain, and for that, they just need to keep their cool. Despite their current relevance, community radio remains out of the race due to its low quality and limited reach. The nature of media has been altered by television. The Ashok Kumar Chanda Committee's recommendations led to the discovery of its properties, which led the majority of media professionals to realize that the days of newspapers and radio are over.

Going to conclude. Because of the advantages of combining audio with visuals, this raised the possibility of becoming a powerful medium. However, the specter of governmentalization still predominated here. The people always looked at the news with disbelief. Its news contains nothing new. The Hindi-English bulletins of Star News and Zee News, which were used in the 1990s, are the methods of scheduling the program today, according to Doordarshan's news channel DD News. There was a misperception at the time that Indians value Hindi and English equally. However, it became unacceptable when Aaj Tak began broadcasting a Hindi news channel that aired 24 hours a day, seven days a week, independently of DD Matrons, which is now closed and had already established itself as the nation's number one news channel earlier in the year. Star and Zee, as well as the newly launched news channels, worked to change their policies after this success and began to prioritize Hindi news, sensing the audience's mood [5].

## Conclusion

However, DD News is still stuck in the past. Over the past 15 years,

there has been a flood of content on private channels. The market has begun to be influenced by the direction of news on these channels. Before the challenge of marketism, the society's sensibilities and feelings have become disposable here. These channels show a live suicide by burning himself for his right in Varanasi or a 52-hour continuous broadcast of a child Prince of a village falling into a pit in Kurukshetra. Everywhere, sensations have disappeared. The sensation-generating news that these channels want must be spicy. The newspapers, whose days were predicted to be over two decades ago, were further strengthened by the same television character.

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## Conflict of Interest

None.

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