

The Indian media market differ from those of developed countries in several ways. India is a developing country and all segments of media industry including print and radio are still growing unlike in developed countries. The media market is highly fragmented due to large number of language and size of the country.

Types of ownership in India

There are various types of media ownership. There are many media organisations in a country that are own and control by of wide variety of entities. Including corporate bodies, society, trust and individual. There are more than 82 thousand publication registered with the Registrar ^{of} Newspapers. as on 31 march 2011.

There are 4 major types of ownership. change- chain, cross media, conglomerate, and vertical integration.

① Chain ownership: Chain ownership means the same media company owns numerous outlet in a single media, a chain of newspapers, a series of radio station. a string of television station or several books publishing company. chain ownership is mostly applicable to newspapers. There are many publishing groups in India that fall into such categories such as times of India, Hindustan times, Indian express, statesman, Hindu's paper etc.

② cross media ownership: cross media ownership is when the same company owns several along with newspaper, magazines, music tables publishers and so on. cross media ownership across the various carriers such as television radio or print, including vertical integration among media organisation of content, carrier and distributors within a media segment such as television or radio and market share dominates in a given geography with each media segment.

conglomerated ownership

conglomerated ownership means the ownership of several business one of which is media business. for example when a publishing company owns a newspaper along with cement, fertilizer, chemicals, rubber or plastic or fertilizer or legal liquor business. has controlling shares in a number of media related business. In conglomerated there is interlocking of director which means the same person will be the director of the media company as well as manufacturing industries. These main business of high profit industry. But they run for a media company for prestige or to exercise political influence disition makers. These media groups a merge emerge as rational conglomerateds. They are all in the news business as well as entertainment media distribution of and network business. They own newspapers, magazines, radio, cable TV, and TV channels.

Vertical integration

vertical integration indicate that a media company monopolizes the production of the ingredients that go on to make it of media products. for example a publishers make own several equans of forest where major component of newspaper. Name blank the hood for news print its cultivated. Similarly film company's own studios or chain of theaters. Where films shown. Oligopoly and monopolize related to business.

Ownership pattern in India

There are many media organization in a country. that are own and controlled by wide variety of entities. including corporate bodies societies trusts to kinds of including information amount of organization standard of company's share number of media organization and outlet offer same countries. The facts there is dominates there are own specific markets and market segments by a few players. - oligopolistic.

- Absence of restriction on cross media ownership in class particular company or groups dominated market both vertically and horizontally.
- Political parties and persons own/control increasing section of media in India.
- The promoters and controllers of media groups have held interest in many other business interest.
- The growing corporatization of Indian media manifeste in manner in which large industrial conglomerateds a quasi direct and indirect interest in media group.

Television :- India has access to D.D (Dura-Darshan) before departing from decades of orthodox and strike regulations alleviated by market utilization in 1991, economic liberalization of the early 90's. Indian electronic media change from state monopolize single channel to market oriented multi channel network. And structurally changed from state monopoly to corporate monopoly. The growth of numbers of tv channels has exponentially increasing in India. In 1991 there was one public broadcaster. doordarshan Advertisement over 8 hundred tv channel own broadcasting news and current affairs.

The first big changes in Indian tv came entry of with the cable industry of 1990. One of the first trans national media corporation enter india in the 1991 was the star STAR BOOK controlled by ' Rupert Murdoch'. The open environment attracted news corporation which entered the market in 1993. Aquarius start t.v. Then 1995 the country Supreme court declared Government monopoly over broadcasting unconstitutional. Sony started fractions channels in 1995. The media's start Zee and Star t.v. Zee started offering programs of few hours. Now has more than two dozen channels. Sun group dominates Sather India. The Star India group is one of the biggest media conglomerates in the country. The stars group has also partners of TATA group D.T.H. (Direct to Home). Electronic media segment is mainly occupied by star. India Essen group (Zee), India today sun network New Delhi television (N.D.T.V), Sony t.v. (P.V 13).

• Newspaper ownership :-

There are 9 major media houses holding most point-and publishing business in India.

These are The Times of India group, The Hindustan Times group, The Indian express group, The Hindu's group, A.B.P group, The mahabaleshwar group, The Star Sahana group, Viskar group, They Nagar.

Delhi

most of the newspapers are own by families. many industrial groups have launch their t.v, channels in recent times. over 86 thousand publications are Registered • Registered of Newspapers as on 31st march in 2023.

Radio :- Government of India as absolute monopoly over radio for more than 4 decades. finally in 1993 government allowed private firm operators to buy ~~stock~~ slots on all india radio and prepares all in India contented. within 4 years in 1994 to 1998 The firm radio at the sponsorship business few friendship with times of India. Times F.M. (Radio miracle) and midday groups (radio midday are the name players. over 250 are radio stations are there in country. Air is dominated by all india radio. most firm stations are own by state own A.I.R. (All India Radio) and Big media types the times group, reliance, H.T (Hindustan Times, India today, midday.

• Media and conglomerated media :-

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Group or media ~~int~~ ^{is a} ~~institute~~ ~~that~~ ~~the~~ company that work a large number of companies in various mass media such as t.v, radio, publishing movies and internet. media conglomerated strive for ~~policy~~ policies that facilitated there control a market approx the globe. According to 21 fortune 500 list the world Disney company is America's largest media conglomerated in terms of net/revenue with news corporation, Time Warner, CBC corporation and viacom comprising in the top five. The other major place are NDE universal and Sony corporation of America. A conglomerated is by definition a large company the consist of definitions of seemingly unrelated business.

It is questionable either media companies are unrelated as a 2007. The trend has been strongly for say any radio sign of content. (News, film, radio, music) The media sector is tending to consolidate and diversified company made available as a result. therefore the media group making also being applied.

• criticism!

Critics ~~have~~ have that use the large conglomerated of dominating media specify news and refusing publicized news world the information that would be harmful the other interest and of ~~and~~ contributing to the margin entertainment to the news sensation and the expanse of tuff coverage at the BC issues. They are also agused of being a live in force for standardization of culture and they are frequent target of criticism by medias group with of ten perceive the news organization ^{variables} towards ~~set~~ space interest. ^{being}

There is also issues of concentration of media ownership, reducing diversity in both ownership and programming. Radio Shows and T.V. Shows - There is also strong standing in us for conglomerated two element to localism and voice tracking sometime for one state to another state some radio station used four ~~face~~ package. And generic satellite ~~date~~ phase programming with no local content.

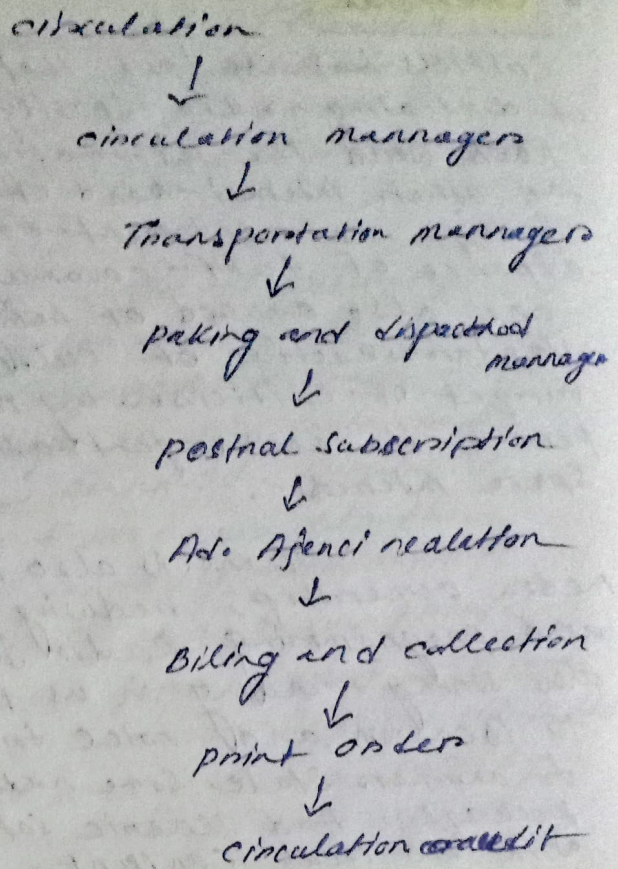
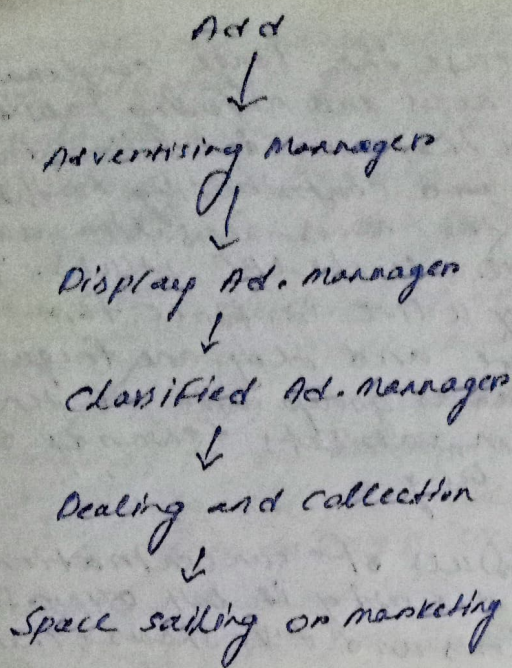
• media Deg Depegalation!

media companies have that way to reconstruct in a large there company beyond the traditional operation method. Often tv networks are part of film network and there have a link to the company. Often there is a grand mixers and this companies working on all aspects of media of ~~net~~ conglomerated. that own a numerous amount of network and studios.

D-08/05/23

• Business Department!

① the Business Department looks after the Self of space. that is Ad., the self of seal of printers copies that is circulation. The Ad. Section is ~~concern~~ concern with procurements of Adds from different add Agencies, Business house and small individual Advertisers. Civitarily the same of newspaper seal of newspapers the circulation section discharged with organisic the network of Lockers / Selinagnts and the add the station newspapers where this published and other placed where coppys the soul. Business Department was two wings.



• Others Departments!

printing and production! :- press manager / mechanical Superintendent / composing supervisors (craftsmen) press supervisors, press staff supervisors, process photographers, plate makers, press operators.

• Engineering / Equipment / stores!

manager computer operation, computer Engineer, data processing supervisors, computer operators, programming managers, system managers, store managers, purchase manager, store supervisors

• personal and sales promotion!

personal manager, Administrative officers, establishment establishment supervision, sales promotion staff - public relation officer, sales representative, Agents and lockers, technological changes.

• The technological changes in newspaper management and organisation change take place at the faster rate. The newspaper establishments in India are somewhat slow in adopting these changes.

But it is clear that the newspaper management organization and structure in India are in revolutionary transition. The big newspaper houses such as (M), (I), The Statesman, The Hindu's, (ABP) and the tribune as some of them have equal share in system two organic souls - Ad. And overall managements.

• Newspaper Departments

The editorial department of the newspaper organization is head and soul. Subject of a successful newspaper depart zone effective of a successful newspaper in a depart zone effective and Asian in the department.

Editorial Department of the Newspaper. Editorial Department of the Newspaper collects, revisits, processes and finalized the news and all other writings related to news for publications. For collecting news effectively and promptly making it fit for sensation to the readers in a attractive and admirable form the editorial department take up the interna responsibility. The main operations in Editorial Department are - (1) News room! The editing and processing in news them.

(2) News gathering :- making arrangements for gathering news from the sitting where people are located, other parts of the countries and the other countries.

(3) views and opinion :- Every news papers has own of rule of Editorial page which reflects of the places of the organizations. This means that every news paper has an own opinion at all seasons, National and international issues.

(4) Editorial Page

The Editorial page is the Editor responsibility. The Editor has a fine of Assistant Editor, who usually are specialist in differs area of current. Appears on the Editor and the Association Assistant a receipt letter from contribution of freelance writers and journalists this are to evaluated for values. It is the editor who are the finalist.

5) Functionist:- you will see that indicated above has various things which is provided. The functionary

are - i) Editor / Chief Editor / Managing Editor -

ii) Editor / SA

iii) Editor / Deputy Editor

iv) Senior Assistant Editors

v) Senior Assistant Editors

vi) Chief news editor

vii) Deputy / Chief news editor

viii) Chief sub-editor

ix) Chief of political news Bureau

x) Deputy chief political news Bureau.

xi) Deputic

xii) Special correspondent

xiii) Staff correspondent

xiv) State bureau chief

xv) City Editor / Chief reporters

xvi) Staff reporters

xvii) Stringers.