International Journal of Current Advanced Research

Research Article

MEDIA AND ENTERTAINMENT INDUSTRY IN NORTH KARNATAKA AT A GLANCE

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A R T I C L E   I N F O

A B S T R A C T

"The Media and Entertainment" is the most dynamic and proactive sector attracting millions of people and reaching every nook and corner across the world. It is striking and fascinating, how we sometimes find it excessive and repulsive. Often it is considered an all-powerful tool for information, entertainment, education, and persuasion. Its power not only influences the audience, but also involves the role within the broad framework of the social, cultural, political, and economic power structures in society and consequently touching and shaping the lifestyles of the audience.

"The Media and Entertainment" has emerged in the forms of imagery, sounds, and visuals, which produce the apparel of everyday life, by dominating leisure time, shaping political views and social behaviour. It provides the materials out of which many people construct their sense of class, ethnicity, and race of nationality, culture, tradition, and in turn, they result in culminating to the convergence of a lifestyle. It also shapes the prevalent view of the world and the deep-rooted values. It creates identities whereby individuals indulge in activities, which reflect the contemporary techno-capitalistic societies, evolving into a new form of global culture.

INTRODUCTION

At the advent of the new Millennium, the human adventure has taken different avenues; Media and Entertainment have become a concentric force on different spheres of socioeconomic, socio-politics, Geo-cultural and all other aspects of everyday life. Media and Entertainment compel the economy; engender seamless flow of corporate profits while portraying the promotional events, like advertising and high-consumption lifestyle that helps to replicate the consumer society. Its technological profoundness has placed an endless escalating role in our daily life. Its impact on the lifestyle is being fascinating and seductive to the consumer society, as they learn the senses of information, consumption, and action.

The glare of Media and Entertainment are those phenomena that could build the life style of the society, that symbolize the contemporary society's basic values, dramatize its argument and struggles, as well as its modes of conflict resolution. Some of the fields of media extravaganzas, sporting events, political happenings, commercials and attention-grabbing occurrences, that we call news are the phenomena of itself sensationalizing in this present era. Today's informative society, Media and Entertainment by its familiarity in our daily life, has become the prime movers of the glaring consumer society.

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It has paved its path and has captivated its dominion in various facets of our daily living in the society with the addition of new formats. Constructing its traditional glare into contemporary forms of entertainment, from television to the stage of incorporating into media culture, transforming movies, television, music, drama, and other spheres of media culture, as well as produce new forms of culture viz., cyberspace, multimedia and virtual reality.

The primary aim of "The Media and Entertainment" is mass production, which consequently touches millions of target audience of their emotions, feelings, and Ideas. It deploys high-end technologies, exuberant skills; varied art formats to produce a commercial value. Its products are commodities that attract the profit produced by giant corporations interested in the accumulation of capital. Recently, it is a lucrative sector of the economy, which has been gaining global prominence.

Media and Entertainment endow itself in presenting exemplars of everyday life that could be emulated by high-consumption principles and personalities. And sell consumer products of gratification, the solution to their problems, modern technology and newer forms of identity. As techno-capitalism proceeds into a stunning and subtle information and entertainment society, fusion between the media giants are multiplying, competition is increasing, and the media engender spectacles to attract viewers to the programs and advertisements that generate the mighty money machines.

There are witnesses of the predominant evolution of spectacle culture in the past decades. Today different spheres of social life and culture are infused by the logic of exposure to Media and Entertainment. Movies off-late are becoming bigger and dazzling than ever, fuelled with hi-tech special effects, expanding the horizon of visual effects that has exceptional bearing on the range of cinematic spectacles. The Media and Entertainment have a close association with glamour, beauty, flamboyance and with the intrinsic objective to cater to profits. The features of its activities have the power to draw the audience in a dire way to a lifestyle.

Opening the corridors of celebrity endorsement, the Media and Entertainment has become a medium for iconic impressions on the present age, which paves for the new culture. Celebrity has been an indispensable and integral factor in the world of Media and Entertainment. The celebrities' society portrays: name, money, fame, looks and success as the ideals and goals of billions of dreamers on this planet earth. They are the icons of its culture portraying as god and goddess of everyday life. They are creators, handlers and image managers, impacting their perceptions and creating positive descriptions, perceived by the society. However, they are the carrier of clouds as marketing distinctions as brands, in the spectacles of sports, fashion, politics and entertainment.

Its pervasive messages are an important part of everyday life of young people, and their daily activities are structured around the use of media. The stories and incidents in the media become important tools for identity construction. For instance, a pop star provides a model for clothing and other style choices, and the language used by a cartoon character becomes a key factor in gaining the credibility of young people.

During the recent decades, the Media and Entertainment have pervaded every dimension or facets of culture and the major forms of social life. With high-tech special effects, Movies have been bigger and more fantastic than ever, expanding the range of cinematic influence. T.V channels reproduce continually with all-day movies, news, sports, specialty niches, and other attractive programs that can gain an audience. The stunning influence of other facets has resounded through radio, television, Compact Discs, computer networks, and extravagant concerts. On the other side, the internet surrounds the world in the manifestation of an interactive and multimedia cyber-culture. It develops the culture that excels in producing mega exhibition of sports championships, political conflicts, entertainment, "breaking news" and media events.

As we enter a modern era, the Media and Entertainment have become ever more technologically savvy and create a virtual dazzling impact, thus engage a central role in everyday life. Under the influence of advanced image culture, seductive glare fascinating the inheritance of the media and consumer society and involve them in the sign of a new world of entertainment, information, and drama, which deeply influence thought and action.

The Dynamics of Media and Entertainment proceeds towards social issues and political issues. The content dominates in terms of news, information, realities, changes or modifications of the ongoing scenarios which will entirely captivate viewer's attention. In the recent decades, Media and Entertainment have shown its glaring superficial manifestation (Spectacle) on social culture, occupying the distinctive pleasures, time and space from the viewers. Hence it has become the prime orchestrator of economy, politics, society and everyday life. Its glare also portrays in the forms of promotion, reproduction, distribution and selling of commodities.

Media and Entertainment itself proliferate in using its modern technology and provides an ultimate sophistication in capturing the audience and increase its power and profit. It engenders and creates orientation effects in providing an updated news and information. And sensationalize the cultural dominance on the viewers by multiplying its genres continuously with every day movies, sports, political talk, news, specialty niches and whatever attracts and gains the attention of the viewers. Its composition is more important than ever and acts like the catalyst and agent of transformation in socialization and provides a femininity models and masculinity models and socially approves or disapproves behaviour, style and fashion.

The supremacy and the uniqueness of the Media and Entertainment has always been well thought-out to be a watchdog of the society in any form of the government's free and fair media products are significant. India being geographically large and culturally diverse with democratic values. Media in performing its function exhibits the characteristics of unbiased and non-prejudice which are paramount to its success. However, media takes the seat of a driving position as an opposition. Undoubtedly, media can be affirmed to be the backbone of the Indian democracy.

Since from the time of Indian independence struggle, the media has played a crucial job in fostering and assuring the citizens of their fundamental rights. Apart from these vital roles and needed responsibility, media has emerged as a much-desired agent of change in the society. In the past decades, the Media and Entertainment have assisted to shape the public opinion and views, and have been quite successful in this role. During the ongoing process of elections in India, the role of media and its impact has influenced and dramatically changed the environment of the election in India as well as across the world.

Statement of the Problem: The process of digitalization in the Media and Entertainment industry has recreated and established new opportunities for consuming, sharing and creating media content and entertainment substance through an increasing number of devices and platforms and making it available from any place, time and distance. In these days its content and advertising are distributed online and dispersed through different digital platforms. As the engrossed focus with digital media grows seamlessly, so does the time being invested for modernizing the content, platforms and services has emerged in innovation. Hence, novel platforms and varying consumption patterns shape an individual's everyday life and social interactions; transform the working process, and convey the impact of learning and civic action.

A proposed study is required to understand the influence of the Media and Entertainment on the lifestyle of the people. No effective research is carried in regard to the Media and Entertainment industry its impact on the lifestyle of people. Substantial research has been carried out in the individual genre of Media and Entertainment; however, there is no integrated approach of all these genres. Therefore, a holistic study is necessary to understand the influence of the Media and Entertainment on the viewers with an integrated approach

of the other genres and evaluate the degree of extent of influence it has on the lifestyles of people.

Scope of the Study: As the study is concerned with the Media and Entertainment industry, it takes into account its effects on the lifestyles of the consumers. It concentrates only on the customers' attitude, interest, and opinion and identifies the characters that could be assembled into lifestyle groups.

Media and Entertainment Industry has domain covering the Television, Print, Radio, Film, Out of Home Advertising (OOH), Music, Gaming, Animation and VFX (visual effects) and Internet Advertising. The enormity of the Media and Entertainment industry is difficult to consider the entire domain for the study; hence the research study is focused only on the Film, Television, Music, and Gaming Industries.

RESEARCH METHODOLOGY

The research work was an empirical based on both primary and secondary data. There was need to identify certain characteristics describing the population and the identification of the characteristics led to the formulation and designing of the factors for collection of data and the interpretation. In the progress of the research work primary data and secondary data were collected.

Objectives of the Study

1. To study the extent of influence of Media and Entertainment programs of Television and Films towards the materialist and trendy aspects on the outlook of the viewers (Teen & Youth, Middle and Old age group).
2. To examine the cognitive and behavioural effect of the Video Gaming on the lifestyle's viewers (Teen & Youth, Middle and Old age group).
3. 3.To examine the extent of influence of the attributes of MUSIC on the lifestyle of viewers. (Teen & Youth, Middle and Old age group).
4. To analyse the magnitude between perceived views and the actual impact on materialist and trendy lifestyle with the influence of Media and Entertainment Industry.

Sources of Data: Primary Data Collection: A structured questionnaire was administered to Teen & Youth, Middle and Old age in Karnataka state spreading across districts of Belagavi, Gadag, Dakshina Kannada, Benagaluru Urban, Davanagere, Shivamogga, Koppal, Ballari, Kalaburagi, Chamrajnagara, Mysuru, Hassan. The structured questionnaire was derived from considering the various confirmatory factors that are related to the lifestyle of population with regard to Media and Entertainment Industry.

Secondary Data Collection: For supporting and structuring the study, necessary data were collected from journals, research articles, Media and Entertainment Reports, magazines, periodicals.

Summary of the Study: Influence of TV and Films on the materialist and trendy have PREVEIVED EFFECTS (visuals) on factors such as Food Passion, Fashion Consciousness, Traditional Lifestyle, Travel and Adventurous Lifestyle, Health and Body Fitness, Buying Home Appliances, Purchase Avenue Lifestyle, and Unethical Lifestyle Behaviour Adaptation. However, the factor of Spiritual Lifestyles,

Unethical Lifestyle Behaviour Adaptation has a limited perception on the younger Gen X, Middle and Old age.

Influence of actual (after watching) TV and Films have greater impact of younger generation on the factor like Fashion Consciousness, Middle age has shown higher influence on Food Passion, Traditional Lifestyle and Purchase Avenue Lifestyle. Likewise, the Senior Citizen has revealed increased Spiritual Lifestyle, Traditional Lifestyle, Health and body fitness and Buying Home Appliances. Whereas the other factors have a limited influence on Teens and Young, Middle and Old Age.

Considering both perceived as well as the actual (after playing Video Games) influence of playing Video Games on the Teen & Youth, Middle and old age has a limited extent of influence on Gadget Seeker Lifestyle, Cognitive adopted Lifestyle and Gaming aid for Health & Fitness.

Both the perceived as well as the actual (after watching TV & Films) influence of TV & Films, the Teen and Youth generation has become Fashion Consciousness to a greater extent after watching TV & Films. Similarly, the Middle age has shown more Food Passion, higher Traditional Lifestyle and increased Purchase Avenue Lifestyle to a greater extent after watching TV & Films. Likewise, the Old age respondents has revealed increased Spiritual Lifestyle, Traditional Lifestyle, Health and body fitness and Buying Home Appliances to a greater extent after watching TV & Films.

Evaluating both the perceived as well as the actual (after playing Video Games) influence of playing Video Games on the Teen and Youth generation has recognized limited extent of influence on Gadget Seeker Lifestyle, Cognitive adopted Lifestyle and Gaming aid for Health & Fitness aspects after playing Video Game by Teen and Youth generation. Similarly examining both the perceived as well as the actual (after playing Video Games) influence of Video Game on the Middle age has established a limited extent of influence on Gadget Seeker Lifestyle.15) Likewise, the Old age respondents' influence of playing Video Game on both the perceived as well as the actual (after playing Video Games) has not extended any influence on Gadget Seeker

Lifestyle, Cognitive adopted Lifestyle and Gaming aid for Health & Fitness aspects after playing Video Game by Old age respondents. Examining both the perceived as well as the actual (after music consumption) influence of Music on the Teen and Youth generation has established a greater extent after influence of Music on Gadget Seeker Lifestyle. Similarly examining both the perceived as well as the actual (after listening to music) influence of Music on the Middle age has established a limited extent on Gadget Seeker Lifestyle as well as on Music aid for Health & Fitness. Likewise, the Old age respondents influence of music on both the perceived as well as the actual (after listening to music) has revealed increased influence on Gadget Seeker Lifestyle to a considerable extent after listening to music

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