

CONTEMPORARY KERALA

MODULE-IV

DEVELOPMENT OF ELECTRONIC MEDIA

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2018-2019 (VI-SEM B.A. HISTORY)



DEVELOPMENT OF ELECTRONIC MEDIA & NEWS CHANNELS

- ▶ Electronic media are any type of devices that stores and allows distribution or use of electronic information.
- ▶ It includes radio, television, internet , CD Rom etc. – Part of our life style – use electronic technologyget up-to date information– helps to communicate instantly–reduce the distance.



History of Electronic Media

- ▶ Started in India during the period of British colonial domination
- ▶ Radio stations were put up– early years of the 20th century
- ▶ Radio broadcasting started by amateur radio clubs – in 1923 the Radio club of Bombay made the first ever radio broadcast in India–Indian broadcasting company was formed in 1927– Indian State broadcasting Service started in 1930– the company was renamed as All India Radio in 1935. From 1956 onwards AIR got another name Akasvani in Kerala. Maharaja of Thiruvitamkur inaugurated Thiruvitamkur State Broadcasting station at TVM in 1943. It became the first radio station in Kerala. Later it was merged with All India Radio.



TELEVISION BROADCASTING

- ▶ Television was started as a modest affair in India in September 1959– setup experimental television service in Delhi– converted into a full fledged telecasting station– coverage of 9th Asian games in 1982–transmission from black and white to colour
- ▶ Variety of Channels–entertainment , news , religion , sports , cartoon , education, movies, music etc. Doordarsan in Nov. 1982 at TVM –in 1985 regional television–full fledged programme production centre –Asianet the first private television channel in India was started in Malayalam in 1993.



INTERNET

- ▶ Opened up several new avenues for mass communication– email , website, Pod casts , e-books , blogging , social net work sites etc.
- ▶ These type of online and digital means of producing , transmitting and receiving messages are called ‘new media’
- ▶ The world wide web emerged as a powerful mass medium in 1990s– web–global linking of information modules in user determined sequences.
- ▶ Social networking– connecting relationships between individuals or organisations including face book, twitter and You Tube



Channels

- ▶ News Channels– first news channel NDTV or New Delhi Television Limited
- ▶ 24 news channels in Hindi– DD news, India TV, Total TV, Zee News, NDTV etc
- ▶ 8 Indian English Channels– CNN, IBN, India Today ,NDTV,24x7, News X, Times Now etc.
- ▶ 10 Channels in Malayalam news – Asianet News, Mathrubhumi News,Manorama News, Reporter, People TV , Media One, Jai Hind TV,Kaumudi TV, Janam TV and News 18 Kerala.
- ▶ India Vision was the first full fledged news channel started in Malayalam in 2003.But closed in 2015 due to financial issues.

