Chapter 3

3.0 Historical and Cultural context of the emergence of TV Media in AP

This chapter deals with the historical and cultural context of the emergence of mass media in Andhra Pradesh and its basis for establishing the media industry. It also elaborates the roots of the Green Revolution and the rise of the Agriculture Industry in Andhra Pradesh, the rise of cinema industry and the emergence of regional parties in AP, social movements and the rise of SC, ST and OBC voices in politics, political decisions on SEZ’s, real estate and supporting neo-capitalists in the name of development. It also narrates the history of private satellite television news channels in Andhra Pradesh and the impact of 24-hour television news and the cultural changes that it has brought about based on empirical data.

Television came to Andhra Pradesh in 1975 because the state was found to have an abundance of backward, underdeveloped areas, for a massive and unique Satellite Instructional Television Experiment (SITE) that was launched in six states of the country. Four hundred sample villages, that did not have schools, health centres, connectivity, sanitation, were easy to find. The experiment was to see whether the use of satellite technology for education and development can transform societies. The experiment lasted from 1 August 1975 to 31 July 1976. The base production centre for two languages, Telugu and Kannada, was located at Hyderabad, the capital of Andhra Pradesh. At the conclusion of the one year experiment, the government decided to continue with the programming through
SITE continuity centres. Hyderabad was once again a host for one of the SITE continuity centres (Chatterji: 1991).

Hyderabad Doordarshan Kendra, as the state broadcaster is called, continued its programming essentially as a development and education broadcaster for another ten years, when in the early 80s sponsored serials began to be accepted on Doordarshan. By 1986, instead of transmitting only SITE continuity programmes or relaying national programmes from Delhi, the transmitters in the state were networked to receive general entertainment and news programmes made by Hyderabad Doordarshan in Telugu.

Today, the national broadcaster continues to have an extensive network of nearly 1398 terrestrial transmitters all over the country which reach almost 97 per cent of the population. Programmes are produced by the 65 Doordarshan studios. The network operates 30 channels. This terrestrial/satellite network covers nearly 97% of the population of India, a reach and infrastructure that remains unmatched by any of the commercial cable and satellite enterprises (Ministry of I & B, 2010). The early policy allowed programming to be shown via satellite/cable networks in the Indian market. The early regulations prohibited up-linking from the Indian soil, making it difficult for news programming to be viable. However, general entertainment channels like STAR TV owned by the News Corporation of Rupert Murdoch, SONY Entertainment Television along-side Indian companies like Zee TV found firm foothold in programming. Up-linking from Indian soil was permitted only in 2000. Viacom 18, CNN, BBC, Discovery, Disney, HBO, and many other established international brands are present in the Indian market.
There is also an explosion of Indian enterprise in television programme production and distribution (Kohli-Khandekar: 2006).

The central government of India has a monopoly over broadcasting as per the Article 246 of the Indian Constitution, under the Indian Telegraph Act 1885 and the Indian Wireless Telegraphy Act of 1933 (Chatterji: 1991). Using these provisions, the government of India did not permit private broadcasting till 1990. In 1991, when India began to liberalise its economic policy, the government saw broadcast policy as a test case for proving its commitment to liberalization (Ninan: 1998).

From the Marxist point of view we see a rise in the national and regional neo-capitalists. From the 80's onwards there is the emergence of regional parties and their influence on national politics and alliance with national political parties. We have witnessed the Green Revolution, globalization and technological advancement. In this context, surplus capital generation from the agriculture generated a rise of agro industry, the rise of cinema industry, which further continued and the surplus capital by 80's combined with globalization opened avenues for the mass media industry. The second point is that the media industry itself massively changed, for example, there was now private media and the state owned media. Three tier communication systems exist in the form of a state owned media, the private media and the community media.

Doordarshan has been growing and serving Indian population for four decades but it never had the courage to launch a 24 hours news channel. The private news channels
came forward. In the beginning it telecast programmes only for half an hour duration and in that it spared 15 minutes for news. Since then it has been growing and increasing the news and current affairs programmes duration. It spread to regional languages too but government control and quality issues have been persisting. With the Prasar Bharat Bill, Doordarshan too has been competing with private channels starting 24 hours news channels.

The private television channels did not have up linking facilities from India. They had to send the cassettes to Singapore, Hong Kong or Colombo and uplink from those centres to telecast the programmes. In March 1996, Sun television lay a set at the up linking centre itself and sent its news readers there to present the news live. It used to fax the news script and make them read it. It was like radio news as there were no visuals. For a change, two news readers would present the news. Even Zee TV started doing the same thing. Sometime later, India too had the up-linking facility but the channels could not air programmes directly. Television channels had to send it to their up-linking centres through VSNL. There, they had to down-link the programme first and up-link it later to telecast it. So was the case with Gemini TV and E TV news bulletin.

There were dozens of problems with regard to news telecast until these channels set up their own Satellite News Gathering (SNG). But even after the SNG facility, sending news from district centres posed many problems and these problems persisted for another five years. Later, all the channels set up their earth station without having to rely on VSNL for its telecast. The government of India too gave
them the permission to uplink their programmes. Teja TV came to Hyderabad only after the assurance that SNG would work well. Among private Telugu satellite channels, ETV 2 was the first channel to telecast the 24 hour news. Teja TV too televised the assembly proceedings, Basheer Bagh firing, etc. semi-live. Basically, there is no special gain for telecasting news live. MAA TV started its news bulletins for two hours and then it extended to four hours. Before anyone could do, BBC and CNN telecast 24 hours news for the first time in the country. 24 hours news could be telecast only when India acquired the facility of up-linking the programmes and the facility helped channels to spread their service all over the country. Soon after, STAR telecast its news in collaboration with NDTV. It gained a lot of viewers with its style of presentation. At the same time NDTV too spread its presence felt all over the country.

3.1 The impact of Green Revolution and Rise of Agriculture Industry in AP

In Andhra Pradesh and its caste composition, the bitter truth is that contrary to the ideals set in the 1950s, Telugu society has become a society that is more dominated by reference to caste. The analysis of Dr Ram Manohar Lohia in the 1950s that Telugu society would travel from the then existing political predominance of Brahmins, Kshatriyas, Reddys and Kammas to the ascendancy of backward castes, became a reality in a crude fashion. Telugu society only proved the analyses of the US social scientists Selig Harrison’s and Caroline M Elliott’s context on in the 1950s and 1960s that caste is a dominant factor in Telugu society and it was the basis of the strength of all political parties. The same kind of castes and caste compositions that
had supremacy in the state’s political, economic, social and cultural fields is in power even after fifty years in AP (Venugopal. N; 2006, p. 17). The modern history of the coastal Andhra region has been determined in large part by the construction, in the late nineteenth century, of major irrigation systems the Krishna and Godavari rivers. These canal irrigation schemes virtually obliterated subsistence agriculture and created a near mono-crop economy in the deltas, transforming them from areas of frequent famine to ones of intensive wet rice cultivation. Paddy quickly became a commercial crop, being cultivated largely for the market, and the region became an important supplier of rice for other parts of Madras Presidency. Commodity markets for agricultural products emerged, located mainly in a few fast-growing trading and transport towns such as Vijayawada, Guntur and Kakinada and urban-based mercantile groups entered rural trade and money lending. The growth of rice production and trade stimulated the development of local agro-processing industries, particularly rice mills, in the towns and larger villages. The expansion of trade and communications led to the integration and establishment of a money economy in the deltas. As agriculture became increasingly commercialized, the labour force became relatively free and mobile, and payment in cash and employment on a daily basis became the norm (Carol Boyack Upadhya, 1988 July, 1376-1382). Gail Omvedt (1981) found that their property and power was not limited to agriculture. After the coming of independence, rich peasants, landlords, and the emerging capitalist farmers began to invest on a wider scale, rather than simply consuming surpluses. The establishment of tiny transport companies, tea shops, small flour mills, oil mills, brick kilns etc., were all part of this process. Some moved into trade in direct competition
with previous merchant classes/castes. The spread of rural education with the establishment of numerous societies running schools and colleges has also been largely their work. By the 1980s a rural capitalist farmer family normally had a well-educated younger generation, and systematically sought to diversify economic activities, placing some sons in service (making them doctors or lawyers if possible), setting others up with small shops or tiny businesses and leaving only one or two to run the land and the tractor (Omvedt, 1981, A-149). The emergence of this class is by reference to the convergence of several historical processes: the emergence of a 'rich peasant' class, the integration of town and countryside, and an early interest in education on the part of the rural elite, the politicization of caste identity and later, the green revolution and land reforms. High productivity and profit rates in agriculture have contributed to the development of capitalist tendencies in the system of agricultural production, and the 'capitalist farmers' are accumulating surpluses which they seek to invest in ever more profitable enterprises. The result has been a pattern of urban migration and economic diversification among the rural elite which, over several generations, has produced the new urban business class. The Kammas are the most populous cultivating and landowning castes in the region, and it was mainly Kammas who constituted this new 'rich peasant' class, but it included the wealthier farmers of all the major landowning castes.

In tandem with this socio-economic development, the communication process in the 1980-90s started moving from direct/face-to-face communication to a more centralized communication process. The news became mass oriented and there was the emergence of mass politics and society. Economically, politically, socially,
culturally conditions matured in the society whereby in times of globalization private capital liked to open the media industry. The government also came under a lot of pressure to open the private media industry like television channels and radio stations. Secondly, in terms of ownership, the medium moved from simple reporting to enhanced lobbying capacity with governmental forces. Whoever ruled the government, the media owners wanted to get closer to the parties but not necessarily to act as a check to the parties' government.

3.2 Rise of Cinema Industry and Emergence of Regional Parties

The second important function of owning a newspaper was to lobby for other interests and industrial concerns. The media itself never was the sole concern, it was an instrument to promote and sustain other interests by way of lobbying and influence the government and industries concerned and protect them. Eenadu is a classic example in AP for the way that it moved towards Telugu Desam Party. But now, we see that the beginning of Eenadu itself was the beginning of control of the party not just being close to the party. The Eenadu management was not only very aggressive and was a determinant factor in the emergence of the TDP but it also had the idea of controlling its politics. This is the beginning of Eenadu and idea of controlling the party in AP context. In 1984 the Indira Gandhi assassination and images of the funeral ceremony were broadcast to the villages by Doordarshan and it influenced sympathy for Congress bringing it to power led by her son Rajiv Gandhi who was made Prime Minister. In the context of AP however, public mind and decision was different and the pride of Telugu language and people voted for TDP leading to the
formation of the non-Congress government and NTR became the chief minister of the state. By late 80s-90s media industry started and so far it has become an instrument for promoting some bodies or management interests and media has become profit generating instrument. In the 90s, the private channels were not merely controlling, lobbying, moving closer to politics, but were also engaged in profit generation, thereby becoming an industry. With time, the media became more aggressive as an industry. The media is one of the major frontrunners of the industrial sector. Another thing is that cultural forms and entertainment have become industry and the commodification of culture started happening in the 80s and 90s.

A new class, the regional bourgeoisie entered media industries and different identities began pushing themselves into political domain simultaneously. For example Eenadu itself in order to reach out and address the mass society adopted expansion of its reach through marketing strategies and ownership. Eenadu came into the existence with the slogan that “Nityam Ushodayamto Satyam Ninadichugaka” [the day every sun rises with the truth]. There was a massive increase in agents and paperboys’ network, so much so it was like an army, in every village before NTR entered the village, the boy from Eenadu would be there. Eenadu built the network through TDP party, in the village that gave the foundation to TDP and helped in building the party. In mid 80s the unfolding of mass society through technological advancement was well understood by Eenadu. It happened with the emergence of TDP. The 90s saw the opening up of the society whose roots were in 1970-80. In the Telugu newspaper market, instead of functioning as ‘watchdog’, the newspapers
closely identified with political parties and both in news and opinion pages indulged in open partisanship (Krishna Reddy, 2013, Personal Interview).

Buchanna who started his career with print media and then moved to electronic media has narrated the early stage of television in AP as follows:

The broadcastings of Doordarshan around 1960-1970 the field of Television in our state emerge. As far as I remember the incident of Indira Gandhi assassination was broadcasted in the gram panchayat offices had television sets telecasted by terrestrial dish antenna of Doordarshan programmes. All the public who watched it in T.V, after coming to know her name and fame, wept as if their family member has died. The way people cry when their mother or father or any other family member in that way all the people wept. In 1980’s people understood that the field of Television has emerged and it can affect the entire society as well. After that various T.V serials and various types of programs broadcasted on Doordarshaan it set a trend till 1990’s. After the 90’s with the grant of permission to private channels the number of entertainment channels increased. In our state ETV earlier to that Gemini and Teja came into being. After that Maa TV, Zee Telugu, ETV2, TV 9, all these types of various channels came into existence. Since 1995 election media has expanded drastically. It has spread even more rapidly after 2005. Till date the number of Telugu television channels is approximately 80. 20 channels are viewed by the people of Andhra Pradesh. That might be either Philanthropist channels, or those related to Hindus, Muslims, Sikhs and all various others. A
total number of 80 channels are available for 7.5 to 8 crore population. In terms of number of channels after us Kerala, Tamil nadu and then Karnataka are there. There are no states having more number of channels than this in the entire India. In India we have around 480 active channels of which there are 80 channels including entertainment, news and current affairs from Andhra Pradesh alone and excluding cable television channels in metro cities. The reason for the rapid increase in the number of channels is firstly due to advancement of community groups, advancement of investor groups who have occupied the media completely. In this if we take regional wise Northern Andhra Kapu community has succeeded to take some share in the media, Kamma community belonging to coastal Andhra has secured print and electronic media, in Telangana region the community of Reddy, Velma was able to capture the media to certain extent. All these are responsible for this level of expansion of media. National channels are also introducing channels in vernacular languages for instance Zee TV Network started Zee Telugu and Sun TV Network launched Gemini TV has channel in Telugu also (Buchanna, 2013, Personal Interview).

In the AP political scenario the number game of the caste groups is very important and significant to understand the caste dimensions and the clear-cut visible caste representation in the Legislative Assembly. Reddy, Kamma, Kapu, Madiga and Mala communities are in the top five positions in the Assembly. Whatever party formed the government, the Reddys supported the Congress Party and the Kammas supported the Telugu Desam Party, with the Kapus, Madigas and Malas as decisive factors. The
other backward castes like Gouda, Yadava, Padmashali and Mudiraj also play a key role in changing the vote bank and cross voting to help a particular party to win and sometimes Muslim minorities also play a key role in the changing the political scenario (Assembly, 2009).

Now, the mainstream media and film industry are in the hands of the Brahmins, Vaishyas, Kammans and Reddys. They are a part of the culture industry. They are strong political communities which form the government once in a while or in an alternate mode with sometimes Congress Party under the leadership of Reddys and TDP under the leadership of the Kammans. The Kapus are awaiting their turn for ruling the state, though as of now they have not yet consolidated their vote bank under any one party and the same situation is true of the Madiga and the Mala communities who are Scheduled castes, they don’t have decision making power in their hands but, play a key role in supporting/forming the government.

In 2009, Chiranjeevi launched the Praja Rajyam Party giving an indication that the Kapus and other backward castes, scheduled castes and scheduled tribes were going to rule the state and share power. But, it could not materialize and the Megastar charisma flopped as only 18 MLAs were elected. This happened in spite of the fact that the Praja Rajyam Party managed to garner a significant vote share for a party that hurriedly came on to the scene. When the minorities withdrew their support to the Congress Party, the Praja Rajyam Party unconditionally supported state Congress government and the PRP merged with Congress Party. Now, Chiranjeevi and his group got ministries and the Kapus contributed a major share for the Congress to rule
the state. The Kapu communities are the new emerging force in politics and media industry.

While the role of the expanded newspaper market between 1974 and 2004 in strengthening democracy remains debatable, it began a parallel decline in the power of journalists unions and an increase in the power of advertising and marketing departments on the editorial departments. Despite the government appointed wage-board recommendations, the Telugu newspapers were paying very low wages to journalists, while changes in technology brought increasing pressure on the journalists to multi-task.

Another innovation (from Eenadu) was the practice of using stringers — untrained local individuals, who can read and write, to work as reporters for the newspapers to gather news from all corners of the state. Andhra Pradesh has the largest number of stringers. The stringers are not on the rolls of the newspaper. They are paid according to the amount of text used in the newspapers. The stringers wield disproportionate amount of power in the local community because of their access to the newspaper columns. Some of the newspapers also required the journalists to double as agents for gathering advertisements on commission for the paper. This was an obvious conflict of interest. The managements forced journalists into this for garnering revenues and journalists complied to augment their own income. “These factors, in combination with the rising lumpen economic power in the newspaper industry, have retarded the professionalization of journalistic practice. The ethical base of journalism as a platform for democratic debate, objective, accurate information for responsible
citizenship could not establish itself, as the management practices in the industry discouraged this. Media began to be seen more as instruments for manipulation of public opinion rather than as a means of providing credible information. Expansion of television began in this era. A large number of print journalists and production personnel from the film industry crossed over to the new industry” (Padmaja Shaw, 2008).

3.3 Social Movements and the Rise of SC, ST and BC Voices in Politics

The anti-arrack movement was completely supported by the Eenadu daily Telugu newspaper owned by Ramoji Rao who supported the Telugu Desham Party for coming into politics. In 1984 general elections TDP promised to the public that the prohibition of liquor was the first file which would be signed by TDP leader Nandamuri Taraka Rama Rao and declared that TDP is the welfare government of the public. It would protect Telugu pride and self-respect of the Telugu people across the country. Anti-arrack movement was the case study for media to learn the lesson for media Moghuls for the survival and sustainability of the media organizations. Then onwards there was no social movement which was supported by media and against the ruling governments and political parties across the business line. This case study was visible and witnessed by all parties owned and managed by neo-capitalists who run liquor syndicate and give funds for running the political parties and election campaigns. Later Congress party also promised prohibition on liquor but it could not possibly due to pressure from neo-capitalists and soon lifted the ban on liquor. TDP and Congress parties both benefited by liquor parties and media got share in the
profits. So, they protect their class interests, economic interests and political interests by suppressing the social movements in AP through the mediation of media.

In 2011, Anti-Corruption Bureau booked cases against Liquor Syndicates and disclosed names of the ministers, police, and excise bureaucrats and media persons involvements in the lists. This issue had become a hot topic in Andhra Pradesh politics but no media gave coverage of news or discussion on this issue. The Excise department generated 3,800 crores of income from liquor barons in 2003-04 and it has increased to 18,000 crores in 2013. In 2000-01 only 85 bars were allowed to run; now it has increased 1500 wine shops and bars. There are many villages where there was no proper drinking water supply but liquor was available in remote areas. The mainstream media never shows interest to protect the public and alter the public opinion on liquor ban and extends support ruling government, either Congress or TDP.

The evolution of modern AP has also witnessed caste oppression and the first recorded sign of such brutal practices was in the killing of Koteshu in 1968 at Kanchikacherla of Krishna district. This kind of brutality against Dalits and the downtrodden got its response in a great upsurge in the form of Dalit movement. This happened after a carnage in which six Dalits were killed in Karamchedu in Prakasam district on July 17, 1985. The ghastly incident was followed by several other cold-blooded incidents in Neerukonda, Chunduru, Timmasamudram, Chalkurthi, Vempenta. Then, there was the Tsunduru dalit massacre by the Kamma community (Haragopal, 2006). These incidents united dalits for fighting for their rights and
protection from upper castes. This movement gave voice to the voiceless and the emerging representation of dalits into politics in AP. However, over the years the Dalit movement has seen some fissures in it and some sub-castes, including the Madigas, started questioning the hegemony of Malas in usurping all the benefits of reservation. Madiga Reservation Porata Samithi holding the banner of Madiga Dandora demanded A, B, C and D classification of Scheduled Castes reservations and got political seats proportionate to their population. Now, the Mala and the Madiga communities’ political representation are in the fourth and fifth place in the Assembly.

3.4 Special Economic Zones, Real Estate boom and Neo-Capitalists

The media’s investments came from real-estate, politics and from technological developments in I.T sector. Most part of investment came from land transactions, changes in land and political issues. For examples in the 70s, and 80s, Andhra Bhoomi, Andhra Pathrika and Krishna Pathrika (which came 1931-14) all emerged from investor groups at least to some extent. When Chandra Babu Naidu attached our state directly with World Bank money floating increased. Prior to Chandra Babu Naidu, N.T.R had some discussion with World Bank in 1983-84 and with that itself, money floating started. This money brought new infrastructure, new industries, new fields and money increased a lot. The real-estate boom which emerged was Hyderabad-centric boomed to the tune of several hundred crores. This increased money was invested in the field of media.
The Special Economic Zones (SEZ) Act 2005 is one of the most regressive and controversial pieces of legislation passed by the government of India. Andhra Pradesh has been at the fore-front in establishing SEZ's, with 68 notified SEZs- one of the highest in the country and with several more such zones in various stages of approval by APIIC. Amidst claims of accelerating industrialization, economic growth, employment generation and high export potential being made by the government, the primary opposition to the establishment of these SEZs in various parts of the State as well as in the country is because of their location on lands and water resources that have supported and sustained the livelihoods and economy of innumerable farming and other occupational households for a long time (Seethalakshmi; 2009, xiii). As on August 2009, AP has around 107 SEZs, of which 68 have been notified, 36 have been given formal approval and 3 have received in-principle approval of SEZs by the Andhra Pradesh Industrial Infrastructure Corporation (APIIC). The establishment of these SEZs in several places led to the displacement of the poor, especially small and marginal farmers, agricultural workers, fisher-folk, other communities who are dependent on the lands and related natural resources for their livelihoods. Apart from this, the health and environment impact of polluting industries like pharmaceuticals, chemicals, leather, iron-ore, thermal power based SEZs also appear to be steadily unfolding in many parts of the state and nowhere is there any discussion or debate in the mainstream media (Print and Electronic Media). People of AP noticed how the internal media war between E TV networks by Ramoji Rao and Sakshi TV by Y.S.Jaganmohan Reddy exposed through the coverage on SEZs the vested interests of both the media organizations. According
to the official data provided by APIIC in January 2009 the total land acquired for 100 SEZs in all categories all over the State is only about 33,296 acres whereas a report published in Andhra Jyothi, a leading daily newspaper in the state, projected that around 75,000 acres of land have been acquired for various SEZs in AP (Andhra Jyothi, January 27, 2009). In the face of forcible acquisition of lands for SEZs, there has been resistance from people in various places of the state. The nature, content and forms of these resistance vary from place to place ranging from sporadic, spontaneous opposition in some parts such as Ananthapur, Kadapa and Ranga Reddy districts to taking on a more protracted form and sustained struggle such as in Kakinada, Polepally SEZs which led to a more fundamental questioning of what is development and challenging the SEZ-led growth model. In most places, the payment of inadequate or delayed compensation has also become a major source of discontent among the displaced. The TV media telecasted these developments just as news but did not show any interest for a debate or discussion on screen because some of the media owners are stockholders of SEZs. What we see here is manufacturing content and consent through TV medium as Edward S. Herman and Noam Chomsky noted in "A Propaganda Model," Manufacturing Consent – The Political Economy of Mass Media", 1988.

Here is a brief profile of the respondents whom I have interviewed for the coverage of diverse aspects of the political economy of Television in Andhra Pradesh:

1) Television Journalists: This includes the junior/ senior reporters, Video Editors, those who have moved from print to TV media, those who have five
to ten years television industry experience and critical points of view about the television medium and industry.

2) Media Academicians: Those who have hands-on experience in teaching television production and have written academic papers on television in AP. It gives a theoretical point of view and critical analysis of the emerging discipline of television studies in India in general and specific to television industry in Andhra Pradesh.

3) Media Management: Those who are holding positions in television industry as Managing Directors/ Chief Executive Officer/ Directors. This offers the industry a perspective from the management point of view and professional point of view for journalism.

4) News Editors/ Heads: I have approached some of the Chief Editors/ News Editors/ Input Editors/ Output Editors/ Bureau Chiefs/ Producers for the study on political economy of media in general and television industry in particular. Those who have hands-on experience as the first generation television journalists have witnessed the rise of the private television news industry in Andhra Pradesh.

5) Intellectuals: Those who are familiar on and off screen about the television industry and the media critique and participant discussion on various issues. Their view provides an overview of the historical and cultural context for the emergence of television industry and focuses on the political economy of television in AP.
I grouped the analysis of data based on the questionnaires under four themes with regard to the political economy of media in general and television in Andhra Pradesh in particular.

1) Historical and cultural context for the emergence of television journalism/industry.

2) Review of television studies and analysis of the impact of television and cultural change in Andhra Pradesh.

3) Political economy of TV Media, cross media ownership and corporatization of the media organization and the new face of capitalists.

4) The economics of TV news production & journalism, media ethics, representation, and the advance of satellite communication technology for the upgrade of television industry in AP.

I provide excerpts from interviews with various media professionals, academicians, news editors and intellectuals with regard to the history of private satellite television channels in Andhra Pradesh.

3.5 History of Private Satellite Television News Channels in Andhra Pradesh

AP was one of the first states which got Doordarshan Television in 1975. We had an early experience of TV, and so historically speaking, we had an advantage. A Doordarshan studio started production work for school education and rural development. This was an important step as TV was introduced to poor and middle class people in A.P. When in the country in 1984 education television through the SITE project were started, all programmes were on experimental basis. The private
television sector was started in 1995 and the entire face of television changed the ideas and views of the public. The entry of private commercial channels like Gemini TV and E TV changed the face of television in AP. These channels attracted the public through many entertainment programmes which include songs, movies, serials etc. These channels even reduced the income of cinema theatres. People started getting attracted towards television, audio CDs; cassettes were made which contain title songs and tracks of these television serials. TV has become a part and parcel of our social life. One of the first generation television professionals narrated the history of the private television channels in Andhra Pradesh, as he visualized it:

Gemini Television Telugu initially began in 1994-95, as a television for cinema. In 1998 it was sold to Sun Network. Later E TV started by Ramoji Rao in 1995. In the first phase Gemini TV, Maa TV, Zee Telugu, E TV2 and TV9 were the main Telugu television channels started in Andhra Pradesh. The form of the television in the beginning was a miniature version of cinema. E TV has a roadmap to arrive at a break-even point, clarity and future plan, which is well known to everybody. Later, bankers and investors realized that television is profitable business. Maa Television founder, Murali Krishnam Raju was a visionary, good manager and good natured who well maintained the channel by adopting the strategy of buying cinemas and large shows. But, it could not withstand the competition of big networks like E TV Network, Sun Network, Zee Network and Sony TV in the matter of size etc., producing big entertainment programmes. Gemini Televisions annual turnover is app. 400 crores and the profit is 40%-50% with the undertaking of Gemini TV by
Sun Network, the investors angle began. Prior to this there were no investors and bankers. It was found the space to extend to individual channels like Gemini TV, E TV, Maa TV, Zee TV into Gemini Comedy, Gemini Movies, Gemini Movies, Gemini News, E TV Movies, E TV2, Maa Movies, Maa Gold (Madhusudan Pamidikalva, 2013, Personal Interview).

Similar views were expressed by one of senior television journalists who turned into academics:

Television news channels started with very small limited news bulletins only at nights. Even though Gemini TV was the first channel, the channel to start news first was E TV. It was called the “Andhravani” programme. It was done through a network of stringers, VHS tapes, which used to come to Hyderabad sometimes on the following day. The quality was bad because there was no network for gathering news and relaying information quickly. It was basic and elementary news at that time around 1998, when I entered E TV news as part of this news bulletin which started at 9 ‘o’ clock. They invested heavily on V-SAT networks at that time. It was good technology we were trying to bring. Even though we didn’t have DSNG vans, there was some micro UB towers still used to send tapes to Madras for the earth station to telecast. At 4 pm they finish the bulletin and then send it to Madras to be telecast at 9 pm bulletin. But slowly they started changing those patterns and started sending news reports to Chennai by V-SAT where the final bulletin was put together. That way they could keep up pace, to a certain extent and try various strategies. In the beginning it was low technology, because the
technology was very costly. They tried to adopt it slowly in stages. Eenadu is a pioneer in news production. They hired professionals from Doordarshan and started working on news bulletins (Dr. Satyaprakash Reddy, 2013, Personal Interview).

Another respondent who has hands on experience as first generation television producer in AP described his experience as follows:

I joined E TV in 1995 and did many programmes like Pragathi (education programs), documentaries etc. The programmes used to have a lot of impact on students and the education system. The so called prestigious private educational institutions like Narayana and Chaitanya used to make their students to sit in the television room in the early hours 7-8 o’ clock, knowing the influence of television on students. As a student, I always found my hostels television room was tightly packed during the time of “India this week” programme by Prannoy Roy on Doordarshan. In the early stages private television did not have the facility of telecasting live programmes. The private channels of India used to take the help of Sri Lanka and then later Singapore to telecast the already recorded news or other programmes. Later with the help of Satellite technology, the news used to be telecast live. Then ETV2 and TV9, the first phase of 24 hours news channel has made its remarkable entry in the field of commercial private television channels after the permission of Indian government to access the facility of private channels to telecast live and with these movies exceeded in the aspect of entertainment (Dr. Kennedy, 2013, Personal Interview).
Television has become a part of human life. Today it has become a need either for entertainment or for information, infotainment and news. Once upon a time being considered as a symbol of prestige, after satellite communication technology today it has become a very common thing, which even can be found in a poor man’s hut. One cannot ignore, or neglect television as it plays a vital role in the enrichment of common people’s lives and for updating one on what is happening around. Compared to the radio, now-a-days the TV has more reach and access. Television has a great impact on the public. People trust television more than a newspaper as the visual clippings have a greater impact on the minds of the people. Prior to news channels, 50% of the content belonged to Cinema. A television industry professional who joined the television industry immediately after graduating from Osmania University recollected his memories of the first television set he encountered almost 15 years ago and also about his professional experiences over the years:

After the arrival of 24 hours news channels, the content line has been extended to the public life and their problems in the day to day life. People started to think that mere appearance of a person on television itself is a prestigious issue, and appearance itself is considered to be a problem solving mechanism. On the whole television is considered to be a part of the social, economic and political arenas of society. As Doordarshan started in India and television was found to send information, “Doora Vidya Prasara Kendram” was started to telecast educational programmes. When ZEE TV began across India, Gemini TV began in AP which was cinema entertainment-based and the programmes were influenced by Tamlans mostly, as was popularly believed.
that Madras represents South India. The news telecasting is considered to be
the most difficult and greatest job. As there is no facility of satellite, the
recorded programmes used to be sent to Colombo and Singapore, to get
played back in India. Now many channels began in AP. The primarily
established channels have a great impact due to the content and entertainment.
I think there is a need to start creative programmes. In Doordarshan in my
childhood days, Santhi Swaroop as a news reader who gave feelings,
expressions and emotions while he read the news as its content. Eemani
Krishna Rao as Reporter reported for DD News. Pragathi as news reader and
Ravi Prakash and Prasad as TV journalists played a dual role as news
presenters. There are very few news readers who really can match the old
ones. Now-a-days the news readers are mere puppets, the facial expressions,
gestures; languages are not loaded with the content (Vittal, 2013, Personal
Interview).

Television is an audio-visual medium, it's a powerful medium, it's an important
medium, it can sell instantly, a whole film is shrunk into a drawing room and people
have found that the tool is very handy and cost effective in terms of getting messages.
The whole perspective of bringing television to India has changed. It has come
basically for the social and economic development of the country and once the tool is
becoming effective there is obviously a lot of pressure from the public particularly
private individuals who understood the potential of television as a medium of
communication for effectively transmitting the destined messages to the audiences
and getting benefits and reaping out of it. The second thing is that already there are
advertising policy parameters which were set out a long time ago in our law books where 20 percent of investments can be used for advertisement. This was one of the basic precursors for television. Television was picking up the thread that was new for the entire television industry. It is basically owing to the commercial aspect of television media that private people started challenging government rules and the government started changing the rules according to private requirements. That's how change happened in earlier days in the time of the transition from black and white television to color television. It moved from rural development to sports arena, Asian Games being the major landmark in television industry and the nation. Once that happened, the people began to believe that TV could be used in the next general election.

The changing face of television media was narrated in this manner by a senior television professional with hands-on experience with television:

People in power thought that TV could be used as an effective tool in terms of disseminating information and also messages suited to their policies and government on the sidelines. There was also freedom of expression that was coming out and various committees have sat through the whole thing to make television as a medium not just for government but also for general use of the public and social development. One side is within the democratic system/structure of established democratically constituted assemblies and the parliament. This kind of a thing was going on and on the other side what was coming very silently and rapidly was the urge of the private TV Industry investor to enter this medium and reap benefits. This has happened not only
in India but all over the world as for example, if you see the Packer series a long time ago Star TV Network took it up during the time of Iraq War when these messages could also be disseminated worldwide. Because the world market eyes are on TV media, international policy makers thought this is another ways of dictating the world, economic exploitation and other various shades of exploitations. Now, information exploitation has also started happening with the communication tool of television. TV has become a handy tool for their messages and along with the messages cultural exploitation that is dangerous and which will totally submerge the culture of under developed countries has begun. For people who have money, TV has become a kind of an investment ground. They might be getting money through different ways and means. But they thought if you have a TV channel it becomes a source of power because information is power. Having a communication tool, the channel of television becomes a voice for them. Every human being craves for a voice, democracy means nothing but voice, expression of that voice in a most reasonable and rational manner is nothing but a form for the expression of democracy. From this particular point of view if one person invests, in TV the second person also invests in it within a short time and soon hundreds of people start investment beginning with media Moghuls like ETV by Ramoji Rao and Sun Network by Kalanidhi Maran (Krishna Rao, 2013, Personal Interview).

One of the milestones is the installation of ETV in recent times, in the sense of entertainment or in the sense of information. ETV has its own family orientation in its
programmes. At the same time Gemini TV also began, but it does not have as much impact as E TV on the people of Telugu region. There was another channel named VISSA in the same time ETV. I think the explosion in the media started with news items like the five minute news programmes along with the four full-fledged bulletins. As far as the news or information is concerned, E TV is one of the milestones in media, not only in Telugu but in other languages too, where E TV has started channels. The other TV channels like Gemini TV, Teja TV and Vissa TV were not as successful as E TV. A senior producer shared her television experiences as follows:

I think ETV is more successful than any other channel in Telugu since it has its own newspaper Eenadu. After some time ETV also launched ETV2 as one of the 24/7 news channels. Then at the same time TV 9 was launched with its freshness and with more number of young anchors along with an explosive style of news reporting. But though TV 9 was unable to reach the same level in broadcasting diverse information or in providing the news it was successful in reaching the people of AP with its challenging and dynamic nature and with the new and modern dressing of the anchors. Before TV 9, the other channels and news readers appeared in a traditional appearance. TV 9 had become one of the major trend setters in AP. Before 2003, there was a lot of manual process involved in broadcasting the news. Everything was manual and the anchors depended on VCR in the production section. They used to have some video takes and the play of the news also was manual. After 2003, a common production server was developed. Technical sections became automated and
everything was one click away. The scrolling and the ticker, and online graphics also developed with TV 9. The video library also was digitized and there was a lot of chance to save time. In one sense the technical development is helping the media. One could not see any differences in national and local or regional channels. There are no technical barriers between the national or regional channels (Sudharani, 2013, Personal Interview).

Similar views on the television timeline in AP were given by Prof. Padmaja Shaw, who has taught Communication and Journalism at the Osmania University for three decades now:

First one is Gemini TV, then Eenadu TV and Maa TV. E TV2 24x7 news channel and then TV9 24x7 news channel were started in 2003. TV9 is a revolution in Television industry in A.P. It has brought revolutionary changes in the news. It presented all the problems of the people as the news. Therefore it has become very popular. Around thirteen news channels have come after TV9. Some channels were established for business purpose. TV5 24x7 news channels and N TV 24x7 news channel began in 2007. Actually, Gemini TV and E TV were there in the early days, they were very much molded and shaped by DD experience because locally they were no professionals in industry as independent ideas and talent were not there. I think Eenadu more or less remains today on DD tradition. Most DD people and programs were shaped in the understanding of production and content. I think the real dramatic change with TV9 was that it came about as a news channels with a different kind of outlook and aggressive reporting thus completely breaking
up with the model of conventional TV news. They came in, trying to address popular issues, were more youthful, more contemporary and used language in a different way. Earlier, Telugu was used in a very conventional way, whereas Eenadu was developing the Telugu language presentations. TV9 created a radical change in the look and feel of TV (Prof. Padmaja Shaw, 2013, Personal Interview).

Shailesh Reddy, TV Journalist who started his journalist career in 1995 when private satellite television channels concept began and is one of the first generation television journalists from Andhra Pradesh who worked in New Delhi and later shifted to Hyderabad for promotion as the News Editor and Managing Director for ZEE television in AP. Before the arrival of TV, he was in print and he worked with News Time as a reporter and they were the early days of television. He started his career in 1995, when Eenadu Television began, and he went to New Delhi to work in ETV. He worked for 20 months in TV news. He was a junior reporter as long as he was working with print media. Afterwards, he worked as reporter and there was no much pressure from the management side on him and most of the work had been done with the consultation of senior reporters. Whenever there were clashes, there were suggestions also given to the management. It used come through the editor and then the bureau. He observed that journalism as a profession was not under the control of the editor but under the management’s control. In the 90’s the management started fully controlling the editor and this influences junior level editors and others. Whenever the reporter comes up with any report, it will firstly go to the management and sometimes the news gets modified according to the whims and fancy of the
management. He made sure that the management controls the editor and that there is less scope for the editor to act freely. If the editor wants to acts freely, then there are chances of getting fired from the job. The fact is that the editor has to comprise with the management to survive in his job. Even in the TV also the same thing has happened. He shared his television journalist experiences as follows:

In 1996, I entered TV and it was the time when there was a boom for TV news. There was only DD those days. In DD, there was a program called Aaj Tak, broadcasted. There was also a program from NDTV Tonight, in TV news. Then onwards, ETV, and other TV sprang up and only in entertainment, news was broadcasted. There was no spate of news channels those days. In 1998, a concept of separate news channels started. NDTV and Zee launches news channels. India news, L TV and others were separately meant for news channels. Between 1998 and 1999, a concept of separate news channel has come up in media history in India. Those days, mainly journalists were the editors. For example, Pranoy Roy of NTDV was the editor and owner as well. Even in Aaj Tak, Arun Puri was journalist and owner as well. He also used to run India Today. In the case of Zee news, the situation is different from others because owners are not editors and therefore, professional editors like Rajat Sharma were appointed. After some time, due to some differences between the editor and the owner, the editor, Rajat Sharma was fired from the job. Over a period of time, many TV channels have come. If we take AP, as of now we have 18 TV channels on air and even in Delhi also there are 18 to 19 channels are on air. Separate Hindi channels are there for separate states like
Haryana, Uttar Pradesh and others in the Hindi belt. News channels started just with the intention of business. To run that business, they hire professionals and get profits. Gradually, the editors are taking the business side, I mean, the editors are forced to meet the business target and made to work accordingly. At present in many organizations, the editor and owner is the same person (2013, Personal interview).

Through the empirical data, we can observe that the born and brought of the television in Andhra Pradesh purely economic and political interest rather than public interests. They started with entertainment television channels and build the networks in which one 24 hour television news channels are also part of the boutique. It was also clearly witnessed that the cinema industry and media industry has mutual understanding for running the mass media industry. The table below gives details of television networks and the owners:
Table 3: List of 24 hours Satellite TV News Channels in Andhra Pradesh

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Name of the TV News Channel and Organisation</th>
<th>Owner/Chairmen/Person/Managing Director</th>
<th>Editor/News Editor</th>
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<tbody>
<tr>
<td>1.</td>
<td>Gemini and Teja News Channel</td>
<td>Kalanidhi Maran</td>
<td>Kiran</td>
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<td></td>
<td>Sun TV Network Private Limited</td>
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<td>2.</td>
<td>Eenadu TV2</td>
<td>Ramoji Rao Cherukuri</td>
<td>Ramoji Rao</td>
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<td></td>
<td>Ushodaya Enterprises Private Limited</td>
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<td>3.</td>
<td>TV 9 News</td>
<td>Srinivas Raju</td>
<td>Ravi Prakash</td>
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<td></td>
<td>Associated Broadcasting Company Private Ltd</td>
<td></td>
<td></td>
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<tr>
<td>4.</td>
<td>N TV and Vanitha News</td>
<td>Narendra Chowdary</td>
<td>Kommineni Srinivas</td>
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<td></td>
<td>Rachana TV Private Limited</td>
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<td>5.</td>
<td>TV 5 News</td>
<td>B.R. Naidu</td>
<td>Brahmananda Reddy</td>
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<td></td>
<td>Shreya Broadcasting Private Limited</td>
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<td></td>
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<tr>
<td>6.</td>
<td>HMTV</td>
<td>Vaman Rao and K. Ramachandra Murthy</td>
<td>Kondubhatla Ramachandra Murthy</td>
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<td></td>
<td>Hyderabad Media House Private Limited</td>
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<td></td>
<td>Private Ltd</td>
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<td></td>
<td>Indira TV Private Limited</td>
<td></td>
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<td>9.</td>
<td>MAHAAS TV</td>
<td>Sujana Chowdary</td>
<td>I Venkatrao</td>
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<td></td>
<td>Monica Broadcasting Private Limited</td>
<td></td>
<td></td>
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<tr>
<td>10.</td>
<td>ZEE 24 Gantalu</td>
<td>Subash Chandra/ Bosta</td>
<td>Shailesh Reddy</td>
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<tr>
<td></td>
<td>Zee Television Network Limited</td>
<td>Satyanarayana</td>
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<tr>
<td>11.</td>
<td>Studio N</td>
<td>Narme Srinivas Rao</td>
<td>Vishwantham</td>
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<tr>
<td>12.</td>
<td>ABN Andhra Jyothi News</td>
<td>V. Radha Krishna</td>
<td>V. Radha Krishna</td>
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<td></td>
<td>Aamoda Broadcasting Private Limited</td>
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<td>13.</td>
<td>HY TV</td>
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<td></td>
<td>Telangana Broadcasting Private Limited</td>
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<tr>
<td>15.</td>
<td>10 TV</td>
<td>Dr. K. Nageshwar Rao</td>
<td>Arun Sagar</td>
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<td></td>
<td>Spoorthi Communications Private Limited</td>
<td></td>
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<tr>
<td>16.</td>
<td>V6 News</td>
<td>G. Vivek Kumar, Member of Parliament</td>
<td>Ankam Ravi</td>
</tr>
<tr>
<td></td>
<td>VIL Broadcasting Private Limited</td>
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Source: Based on field data collected by In-depth Interviews
Brief introduction to private satellite television channels in Andhra Pradesh:

**Gemini TV:** The first satellite channel in Telugu was Gemini TV by LV Prasad Family members Ravishanker Prasad and Manohar Prasad. It was started in 1994. Initially, it telecast its programmes for three hours in the evening but it has increased the duration of telecast steadily. In the same year, ETV network started its channels. Though Gemini TV exhibited its newness it lagged behind in marketing. Hence, after two years due financial constraints half of Gemini was merged into Sun network. Gemini TV telecast its programmes 24 hours. Gemini TV made an agreement with the film producers association and it could regain its strength to some extent. It even started Teja TV to prove that ETV was not at all a competitor and to occupy a second place in Andhra Pradesh.

**ETV:** One of the milestones is the installation of ETV in recent times, in the sense of entertainment or in the sense of information. ETV owned by Ramoji Rao and has its own family orientation in its programmes. There was another channel named VISSA TV by RAJ TV Network in the same time. The explosion in the media started with news items like five minute news programmes along with four full-fledged bulletins. As far as the news or information is concerned ETV is one of the milestones in media, not only in Telugu but ETV has also started channels in other languages at the same time. The other TV channels like Gemini, Teja and Vissa are not as successful as ETV. ETV is more successful than any other channel in Telugu since it has its own news paper Eenadu. After some time ETV also launched ETV2 in 2003 as one of the 24/7 news channels.
In the South there is one more television network empire, Eenadu television network. It is different from Sun network in starting its channels. It covered all most all important regional languages of North India like: Bengali, Oriya, Urdu, Hindi, Gujarati, Marathi, and Kannada. Following the centralized system, it telecasts all its programmes from Ramoji Film City in Hyderabad but the news centres are in different states depending on the language spoken there. This has helped management reap benefits to a certain extent. The people of Telugu even now wait to watch the news item at prime time 9 PM on ETV, because the programme had created good name among viewers.

**MAA TV:** MAA TV, as a paid channel, entered the field concentrating on quality programmes but failed as it could not cover the interiors of Andhra Pradesh. Earlier, though it sponsored star cricket, reality shows, Rela-re-Rela: Dhummu Lepu, Folk cultural programmes, it did not have enough films to telecast. In addition, proper planning and execution put it in the back seat due to insufficient ratings. Now, it concentrates on film and strategic planning of programme timings to improve its quality in programmes and TRP ratings. It also started news bulletins and current affairs programmes under the leadership Satish Babu who was a first generation TV journalist in AP. Later Thota Bhavanrayana became the News Editor for the News and Current affairs programmes in Maa TV which has competed with 24x7 news channels like ETV2 and TV9 for the coverage of the General Election in 2004.

**TV 9:** TV 9 was launched with freshness and with a number of young anchors exploding the manner of news reporting. But though TV 9 was unable to reach the
level in broadcasting divers information in providing news it was successful in reaching the people of AP with its challenging and dynamic nature through the new and modern dressing of the anchors. Before TV 9 in other channels news-readers appeared in a traditional way. TV 9 had become one of the major trend-setters in AP. Before 2003, there was a lot of manual work involved in broadcasting news. Everything was manual and the anchors depended on VCR in the production section. They used to produce video takes and play the news which was also manual. After 2003, a common server of the production developed. Technical sections were automated and everything was one click away. The scrolling and the ticker, online graphics also developed with the TV 9. The video library was also digitized and there was a lot of time saving. In one sense technical development is helping the media a lot. We could not see any differences in national and local or regional channels. From the technology perspective both the local and national channels are the same. There are no technical barriers or differences between the national or regional channels. TV 9 was a breaking point for news channels proliferation in Andhra Pradesh. It started with a 24 hour news channel (TV9 AP) in AP in 2004 and quickly became a ratings leader with its unique brand of bold and fearless journalism. TV 9 brought a news style in terms production and distribution. The news language and the anchor’s dress code were different. This was a different kind of set up, and after that things have changed and no channel has broken the records of TV9. The Associated Broadcasting Company Private Limited (ABCL) started by Ravi Prakash and is one of the fastest growing media companies in India today. In just four years they have added seven
more channels TV9 Karnataka, TV9 Gujarat, in Malayalam Indiavision TV, Kolkata TV, TV 1, TV 9 Maharashtra and in English News9.

**TV 5:** TV 5 news a 24 hours Telugu news channel formed by Shreya Broadcasting Private Limited was launched on 02 October 2007 in the state of AP. In the boards of directors are B.R.Naidu, B.Ravindranath, Surendra Nath and Sridhar Chillara. It defined “5” in ‘TV5 News’ as derived from the 5 basic amenities: Health, Food, Education, Clothing and Housing which are the most import requirements for any human being.

**N TV:** N TV is a regional Telugu Channel launched on August 30, 2007 under the banner of Rachana TV Pvt Ltd by Narendra Chowdary. Its sister Channel Bhakti TV which is a devotional channel was also launched on the same day. It is described as South India’s first devotional channel in AP. N TV stands for Next Generation TV with the caption “Pratikshanam...Pratyaksha Prasaram” (Every second...Live Telecast). The company also launched India’s first women’s Channel titled Vanitha TV.

**Sakshi TV:** Sakshi Television was the state-of-the-art-technology which revolutionized broadcast Journalism by introducing High Definition Television, bringing viewers videos of the highest quality. It was started under the platform of Indira TV Pvt Ltd by Y.S. Bharati, Chairperson and wife of Y.S.Jagan Mohan Reddy, Member of Parliament and son of the late Dr. Y.S.Rajashekar Reddy who was the Chief Minister of AP under the Congress Party leadership in 2008.
**HMTV** is a 24-hour Telugu news channel which is owned by Hyderabad Media House Ltd. The Chief Editor and Managing Director of the channel is K. Ramachandra Murthy, a senior Telugu editor and journalist who worked with Andhra Jyothi, Vartha and Udayam newspapers for many years. The channel has introduced English as well as Urdu news bulletins. The channel shot to fame with its innovative show called "AP Dasa Disa" programme which holds discussion on the current situation of Andhra Pradesh. Vaman Rao is owner of this channel and also chairmen of the Kapil group of companies.

**ZEE TV** being the pioneer and the largest private satellite channel network in India, is synonymous with Indian entertainment industry. ZEE is successfully running 33 channels and reaching out to over 500 million viewers across 127 countries. Along with many national channels, Zee also spread its wings in to several regional languages to touch each viewer in their very own language. Zee 24 Gantalu - an exclusive 24 hours Telugu News channel is available to public since Mar 27, 2009. Zee 24 Gantalu is the new feather in the Zee’s crown aimed primarily at delivering quality news, in quality format, within the shortest possible time to Telugu viewers. Along with news it also aims at delivering business, sports and infotainment capsules. As the base line suggests ‘Nijam nippu lantidi’ (means ‘Truth is like a Burning Flame’) and hence to be handled with great care. Zee 24 Gantalu is a serious news channel, designed be taken seriously by all its stakeholders. At Zee 24 Gantalu news is free from distortion, and will be handled sensitively in a journalistically matured way, without compromising the basic protocol of journalism. Content will be kept away from aspects that form sensation.
**Studio N:** News channel was launched by its Chairman Narne Srinivasa Rao, promoter of this venture, is a businessmen and a close relative of Telugu Desham Party, President N. Chandrababu Naidu. Later, he became relative of actor Jr. NTR's after the wedding with Pranathi, daughter of Narne Srinivasa Rao, he started participating in the management of the channel. He also owns Janmabhoomi and Narne real estates companies. Initially, it has launched as 24 hour news channel, now it also telecasts movies during the weekend. Recently, they launched Studio One entertainment channel.

**ABN Andhra Jyothi** is a Telugu news channel which was launched on 15 October 2009 from the staple Telugu daily - *Andhra Jyothi*. ABN stands for Aamoda Broadcasting Network, the company that brings out this news channel. This channel was launched by Vemuri Radha Krishna, after the success of *Andhra Jyothi* daily newspaper.

**T News:** The channel focuses exclusively on news, events, and culture of the Telangana region of Andhra Pradesh. The channel brings up the history, culture and self-respect of Telangana. Its slogan is *Telangana Gunde Chappudu*, meaning *The pulse of Telangana*. The channel also has Urdu news bulletins in some evening slots. This channel head office established at TRS Party Office under platform on Telangana Broadcasting Private Limited runs by KCR family.

**10tv** emerges on the horizon as an alternative. An alternative for those who look out for serious journalism. An alternative for those who want to see the real picture, the unmasked, the original and the scene behind the scene and the deed behind the words.
At a time when news channels in Andhra Pradesh have become desperate and air even adult content in the race for television rating points. 10tv rises to the occasion at a time where all other news channels are obsessed with the mere intention of making profit. It claims that the team of progressive ideologists who care for the people, who care for society, who care for democracy and social equality have come together to form Spoorthi communications. Here, all that matters is reaching out to the masses with the truth, voicing peoples' issues with commitment, focusing on the other, in fact real, side of life. This channel also established at CPM party official building and claims CPM party channel.

**V6 News** a 24 hour Telugu satellite news broadcaster, owned By G. Vivek, Member of Parliament, VIL Media Pvt Ltd. In a short span of time V6 News has got a very good reputation and credibility among Telugu speaking people around the globe especially because it highlighted Telangana dialect and culture. The success of the V6 Channel credit goes to Ankam Ravi, Chief Editor and CEO who has broken the TRP ratings and opened the door for the diverse content with Telangana slang.

**Vissa TV and Raj News** introduced channels in Telugu through Raj TV Network Limited but it failed in drawing viewers and it stopped its telecast due to license related issues.

### 3.6 Television News Media impact and cultural change in AP

The private television channels in AP, there were few channels such as ETV, Gemini TV and these were satellite channels. Earlier cable television channels were used to broadcast news in cities like Hyderabad and Vijayawada. They used to carry news
along with news bulletins. From 1994 to 1999, the channels are only focusing on bulletins and after that the entire scenario of broadcasting news, and coverage of news has changed tremendously. Earlier, Star News, ZEE TV, NDTV and others were the only national TV channels in India. Since 2003 onwards there has been a rapid increase in the number of TV channels and news region wise. In the beginning professionalism and newness was found in those channels. A lot interest was observed in the people watching the programmes such as in the discussion, phone in programmes and debates on issues in TV channels. In the beginning the news was confined to newspaper and only educated and literate people accessed news, but with the arrival of TV channels every common person has become aware of politics and society in India. At the grass-root level people mostly watch serials along with news. Particularly, it is the men who watch the news and become politically aware of the things happening in India.

I now provide some excerpts from interviews with various academic and professional persons about the impact of TV news media and their impact on cultural change in AP. Television has an impact on an individual and the family life. One of the respondents who joined as a television journalist in his young age narrated how television influenced his family as follows:

I want to watch news, my son wants to watch cartoon network and my wife wants to watch daily serials. Always there is a fight, if I watch only news most of the time. When I was young, having a television set was more than enough, but now each one wants to have television set in their room according
to their interests and tastes. Whenever, I watch television as a human being that emotionally has an effect on me. We watch the incidents, which are happening around the world in front of television in our hall and react or respond to the incidents. It is playing a vital role in day to day life (Vittal, 2013, Personal Interview).

A young faculty of mass communication and journalism discipline who has described her childhood memories with television set as follows:

I was born in the mid-1980s and I remember we always had a television, even when I was born I have seen a television of our own/in our room, though it was black and white, but then yeah, it was actually a symbol of status in the society, or your neighbourhood. For example, I remember or I have heard mostly that whenever there was something really special coming on television, though the content wasn’t so much as we see today, but still you would have people coming together or joining together or watching that particular thing in a place wherein there was a television because not everyone had a television and since (not) everyone didn’t have a television, so whosoever or whichever family possessed a television definitely rose higher in the estimation of others and we also had, just after the emergency, entry of colour television after the Asian Games, I remember that my family, my house, also had a colour television, although because it was one thing that was new, unique and not very common, it (that is the colour television at home) was not kept for common or everyday use, it was in one of the rooms upstairs and whenever we wanted to watch something really special or maybe
something occasional(ly) then we were be permitted to use that television. One of the occasions was that there was some World Cup match, of football and my brother who was older than me (elder to me) he was very fascinated by the coloured uniforms and other things so he would quietly go into that room, he would open the box and would get into the box and watch the programme on television and the moment he would realize that someone was coming we would turn it off. And of course, we would use it to brag in front of our friends and relatives also that we have this particular T.V., that yesterday we watched this on T.V., or it was like this and that, yeah so I guess that was really very very different from today’s times. Today’s generation as a generation might not even understand how that would have felt or what possessing a television or bringing in a new television would mean to a family because today they are in possession of gadgets just when they are born so they can never understand the kind of feeling(s) that we have gone through or having one television channel and waiting for that one movie on Sundays or that one news bulletin in the day, for which you waited the entire/whole day, then you would get to know about the happenings of the day; so that was really something very different and something very interesting (Monisa, 2013, Personal Interview)

Similar views as the above were expressed by a faculty of mass communication and journalism discipline from Kerala who narrated his experience with television as follows:
Television was a very sought after status symbol in my childhood days. A family that had television was considered a very upper class, elite family. And I had longed to have a television set of my own in my family which I couldn’t afford to in those days. That was in my early childhood. Later we had bought a black and white set and I was very proud person. In fact several people used to frequent to my house to see the programmes and in between I was very proud; I was a proud owner of a black and white BPL television set in those days (Shaju, 2013, Personal Interview).

One of the print media journalists who turned to television media as journalist, has shared her experience about the television how it has influenced her to change the profession as follows:

I actually worked in print at desk, so I had no direct experience in reporting. But, I have an opinion that television shows the live news which motivates people greatly. When I entered television journalism, we had a strong feeling that this would be the future of media. We entered this field having a notion that using the small screen we could make people aware of the problems they encounter. In August 2000, when I was working in “Vaartha” daily newspaper, Teja News channels covered the Basheer Bagh incident. After this incident, whatever the house we went to, we saw people are watching television news at 12 noon and 10 am. It was the period of electricity movements and people used to watch live news and the Assembly proceedings live as well. We were more assured of television journalism as well as the real journalism. The year 2000 was the time which not only
inspired younger generations like us, to come into this field but also it was the
time when television news was established and highly recognized by the
people and assimilated into mainstream life. Before, I entered television
journalism, I never had the habit of watching television programmes or
entertainment programmes. Even while entering the journalism field, I had a
strong belief that only print media is real journalism, whereas, television is not
real journalism. Therefore I joined print media as journalist, before joining
television journalism. I used to think that television journalism there is no
seriousness in the script and only meant for entertainment with movies and
songs. Besides, I also had the conviction that except for educational
programmes, television wouldn’t discuss any serious issues, news that
motivate people and by broadcasting live news in which people question the
policies implemented by the government. The Basheer Bagh incident,
electricity movement and the Anganwadi workers incident were first mainly
telecasted issue-based programmes on Teja television news. Except for one or
two issues such as the explosion of the E TV van during the production of
"Sree Ramulaiah" movie, the news which was covered on city cable,
television media didn’t cover any important news useful to the people. After
the telecast of these issues on television especially on Teja, I started watching
the television (Ajitha, 2013, personal interview).

Similar views were expressed by a young television journalist with a keen sense of
observation on television as a medium and its influence on political parties and
leaders who follows news and change their decisions. When compared to other
media, television is a powerful media. He recollected that for the fall of NTR
government and the support from the members of Legislatures for the formation of
the government by Chandra Babu Naidu, one of the key factors was television
medium and its impact on political leaders as he pointed out:

During the fight between NTR and Chandra Babu, through TV, the news was
spread all over the State that Chandra Babu has 90 MLAs offering supporting
on his side, the remaining MLAs were also joined him by the evening of the
same day at Hotel Viceroy. Until these broadcasts, only 23 MLAs were
supporting Chandra Babu. In case of the Basheer Bagh shooting incident also
for the first time almost live telecasting of the visuals had taken place over a
group of farmers, students and supporters of the electricity movement, the
police's brutal and ruthless behavior had a serious effect on the political
power of the ruling party (Vittal, 2013, Personal Interview).

One of the respondents who is a faculty at the Department of Mass Communication
and Journalism through her observations remarked that television has changed a lot
and its impact on society is to be debated for the development of society because it is
a public good in the hands of private people:

Maybe today if we look at the information age, or the internet age, or the
cyber age that we are living in, television might not have so much of an
impact as it used to have fifteen years back, but today also it cannot be
rejected or we cannot really say that “no” it doesn’t have a role to play, it does
have a role to play. Maybe internet is more into the lives of the younger
generation or the youth today, but then you still have elders, or you still have
communities wherein there is no penetration of the new media. For them television or these traditional or these older means of communication definitely are a source of whatever they feel or think about the world. If we look at the effect studies or the impact studies as they are known, we cannot reach a conclusion within let’s say five years or months, it’s an estimation that runs for years together. When Jurgen Habermas, talks about the cultivation of images (and for him television is the basic source for that kind of cultivation), he says that it’s a gradual impact that builds over a period of time and you might not be able to realize it when it’s happening, so you keep on watching (the) images, you keep on watching the messages, you keep watching the content and after a gap of ten, fifteen, twenty or thirty years you definitely conceive those notions or your perceptions are shaped in a particular manner. For example if look at the stereotypes that the media is creating, today we have stereotypes based on gender, we have stereotypes based on communities, castes, geographies, even colour of the skin, these are basically social stereotypes but the television industry is an effective tool in reinforcing these social stereotypes; it’s an important tool for social construction of reality and the way reality is conceived, constructed, broken, encoded, decoded, and presented to us definitely makes sure what we are going to feel about it and how we are going to look at that particular reality, so definitely it does affect us in that manner (Monisa, 2013, Personal Interview).

Reality has changed because of television or social behaviour, these are all like byproducts they are not main contributions of television. Television does all these
news programs: news as entertainment, news as scoop, news as sensation, news as flash, and news as advantage of other people. There are so many channels, they will catch something burning and say first on their channel, so, first on any channel is not a great thing for a channel, if you unearth something new and some perspective, appearing first on a channel will be good. The first aspect depends on your infrastructure, and your reporter and who first goes there. That should not be a credit for the news channel. The news content is changed: it is mostly advertisements, mostly entertainment value and all kinds of things are news, news is not only political news or social news, news meant many of the things, so these are the changes.

Diverse views narrated by the faculty of communication and journalism from Osmania University, Hyderabad as follows:

I think that in all television channels all over India this is a trend happening both in politics and economics. The kind of coverage given to scams, mis-governance, mis-representation has helped the public in terms of awareness has increased while we are watching sensational programmes which may disappoint us. It certainly helps to create various ways in which help people. There is sometimes the argument of whether people have faith in democracy or not, there is some argument saying all politicians are bad, all governance is mis-governance, in this kind of exaggerated coverage that the media tends to give, there is the argument that people have faith in democracy. I am not sure about that. But certainly awareness has come and if it is continuous and people learn to negotiate this kind of process may be positive change. People have learnt to be skeptical, learnt to question, learnt to cynical about what is
happening. The challenge at the local level and the role of local leadership is possible in terms of formation, the seeds there. We are seeing positive trends in change in political process as, of course socially and culturally you will see there are terribly negative trends and very positive kinds of things are coming and happening as well which is the paradox of all media coverage from a very long time. You have radical kinds of programmes challenging a normal like promoting feminist ideas at the very next moment. You have unaccepted ideas also retrogressive one half of an hour is this, another half of an hour in the programme has progressive content, which one is having, how much impact is the big question. We can’t say but certainly, in terms of what we see in real experience we feel there is a lot of change. The way people understand new ways of managing urban life, women’s position in society. There has been a lot of change happening. How people dress, talk and so on television has an impact on those things. The one negative trend is that TV showcases for film industry and culture which can have an extremely negative consequence for women in society. But you can’t say television is always damaging, but it has some very important programmes going on and there are also difficult things (Prof. Padmaja Shaw, 2013, Personal Interview).

Television is always at a convenient reachable distance. Television is an audio-visual sense giving instrument. It has a lot of impact on your vision, brain and hearing. It gives the capacity to analyse and think. The type of content shown on television depends on the channel. But as an instrument TV medium is the best way to get information in society. Television should take the social responsibility for
information it is giving society, as people consider it as an ultimate source. The impact of television media is more on the political system. After the coming of television of all the effects the primary and significant impact is on human relations. It built human relations to some extent and also destroyed them. For example, if an event took place the medium of Television helps us to know what has happened to each and every person. If an accident takes place who were there if any of our relatives are there we used to come to know about it after reading from the newspaper the next day which might be false in some cases. After the arrival of T.V we can visualize it directly and see the intensity of the incident but at the same time with the introduction of serials, sexual, violent, crime contents which hardly take place in human life is shown quite frequently. These things are creating a pseudo impact on humans and binding them thus making them slaves. Serials have staunch representation of human relations as cruel. At the same time it brought new trends to homes, new knowledge, and new human relations. The contrasting differences between our perception and observations to that of outer world are exhibited by T.V. By watching the rest of the society through our eyes at our home, T.V has created awareness, in us unknowingly.

One of the respondents who is a television journalist described his experience with television as follows:

The awareness of questioning for instance previously when an M.L.A was questioned by someone it was confined to then and there itself but through T.V everyone came to know that this is the way we should question. Relating to cinema, previously people used to watch it if they get time but now they are
watching it in their homes on T.Vs. With the advent of D.T.H they are even pausing it through remote and watching later when they have the leisure time.

With the introduction of all these facilities, when compared to their benefits and harm, more than the good they have created a sort of hostile atmosphere.

The 24 hours news channels prominently those in Telugu, around 1995 or 1996 E TV emerged as an entertainment channel before that Teja TV and Gemini TV news broadcastings even earlier to that of Doordarshan news were present but the scenario changed after the emergence of non-stop news channels. The recent new channels are more focused on political issues rather than on public issues. They are overemphasizing political agendas and political concerns and in spite of such representation we can’t see any change in politics. We can’t see any trace of change in physical form in a particular political aspect. Political discussions are made and political awareness is brought by these 24 hours news channels. In this situation they play lesser role than they ought to in making the government answerable to the concerns.

Probably because of the form of organization, or the development of that day, or else due to the limitations of T.V channels, or due to their boundaries, permissions and limitations in those issues. After the entry of 24 hours channels 24 parties issues are shown 224 hundred times but there is no innovation or any such thing in them. In some news channels, which have come into existence lawfully one or two in Andhra Pradesh, that lawful couples of channels are trying to function based on moral values and moral aspects when compared with others. These channels of investors or their
influence upon them is nearly 60 to 70% on the content. What content should be taken that day and how it should be used? For example, for N.T Rama Rao to come into power, for Udayam paper to write to the management of those papers and the liquor revolution that took place in that situation and the way in which the media drove the liquor revolution and in that case acted even the management policy worked. The management policy has captured the entire liquor revolution and made all the news coverage captured by it an internal agenda and tried to make a social stratum to bring into state politics and make a chief minister. Other strong media belonging to another social group brought a new trend in media field unfamiliar till then in Andhra Pradesh which lead to the destruction of media implicitly, by not giving newsprint and by stopping the agency of that newspaper which is a direct blow as all these things are issues which came out of a paper’s management. The way the managements are and the way of their thinking is to bring a caste into power and retain that caste in power for some years. Today there is a narrow distinction between news and political opinion and it is hard to distinguish it unless you make a deliberate attempt. To that extent managements are working today. (Gorla Buchanna, 2013, Personal Interview)

Ankam Ravi, CEO and Chief Editor for V6 News Channel in Andhra Pradesh narrates his TV Journalism professional experience as follows:

When I was a journalist known to my team members, questioning someone while others have been watching us has raised my confidence level. My first
interview was with Mega Star Chiranjeevi, I like his films like “Vijetha”, “Rudraveena” and “Swayamkrushi”, films which depicted social scenario, I was connected with these movies. I spoke to him before he launched the Praja Rajyam Party and shared things with him but when I was asking something as a journalist I was a different person. I became critical of things which I was not as a common man. When I am on TV I am a public representative, there is a dual personality of being a journalist, he projects a different shade of his character, this quality I really like, it is not the same with being a newspaper journalist. When you ask questions on electronic media it shows your personality, your personality is viewed on TV. I used to sit in front of the mirror and speak to myself loudly to reduce pronunciation mistakes, sometimes my daughter used to cry when I rehearsal loudly. I was a little hesitant about being on TV as a presenter, even today I feel uneasy when I sit in front of the camera. Back at home, when I worked as a journalist for more than 20 years, nobody bothered, but when I came on TV people recognised me. Visuals connect the public more, it’s like direct communication, our facial expressions, presentation, and body language have a greater impact on the people. It moves the audience, makes them to respond. TV is an integral part of our life; it is more of like real conversation. The journalists should be empathetic and never should be seen as like superiors, as they are the news presenters (Ravi, 2013, personal interview).
In continuation Ankam Ravi and Dilip Reddy says that television has influenced political parties and their leaders’ day-to-day activities and according to television, news and prime time programmes are as follows:

When there was no television we hardly used to see our Member of Parliament, may be for 10 times in his complete tenure, now with the TV we are able to question them, political leaders are moving towards the public. After the televisions arrival even the common man and illiterates are also talking about body language, the political system has moved closer to the public, now they are able to make decisions, earlier the decisions were made if somebody from their group or higher authority informs them. Now people are able to watch the live assembly, parliament discussions, they are listening to the debates and discussions on such events. There is a change in the political system, and because of that they are doing “padha yatra”, dharnas everyday so that they will be seen on television screen, even the political parties are reviewing how much time of the news is about the political party being aired, we officially have a letter from TDP saying you just broadcasted for very less time about our party and news about other parties are aired more, it is because people are watching on TV. Media persons are the middle men inform the public about the political leaders, on the basis of what they are saying and people are taking decisions on the issues and on political moves directly without any ones influence, the process of middle men thing is erasing slowly, it’s a progressive move. Even political leaders are checking themselves in order to be more responsible and communicate better, otherwise it will be a
problem for their survival, politicians have become more responsive because of electronic media (in personal interview).

Through this data television media has proved its communication power and it can change the social behavior of society in a positive manner for the development of the society. But only thing it is in the hands of corporate companies and profit orientations. It could focus on developmental issues like state owned media Doordarshan. Regarding the question about the very important news and current affairs programmes telecasted on television news channels which had an influence and impact on the viewers and the television industry in Andhra Pradesh:

1. Basheer Bhag’s incident- Teja television’s semi-live coverage of the electricity movement led by the Congress and Communist parties against the TDP government. Definitely Teja Television played a key role. It was almost live telecast. The programme consolidated scattered emotions and gave a form. It has had a lot of effect on the people’s minds. The semi-live programmes definitely had an impact which caused people frustration, anger and anguish. If it was not a visual live programme, people would have merely read the news the paper in the next day which is not that effective. It was one of the main reasons, people are frustrated about the ruthless behavior of the government and dethroned TDP rule.

2. Manda Krisha Madiga’s MRPS social justice and self- respect movement which demanded categorization of SC Reservations into A, B, C and D, agitation of People with Disability rights at Abids, agitation of children’s heart
diseases and demanding the medical support by the state later on the then chief minister Dr. Y.S. Rajashekar Reddy starting “Aarogya Shree” health scheme all these thing influenced the state and made it amend the schemes for welfare for the common public.

Television media is bringing awareness in the public about following some superstitions like taking “fish medicine” for Asthma disease propagated by Jana Vignana Vedika in Hyderabad. It succeeded in persuading the people, that it is just blind faith but not a medicine. People from across the country started thinking about the science, public changed their trust on the fish medicine and the number of people for getting fish medicine in Hyderabad has dropped. Television played a key role in the dissemination of information and it has given both sides of the story.

The initial stage of Telangana agitation succeeded in gaining the attention of the government but not the second stage as the Samaikyandhra Movement. TV channels are encouraging Telangana agitation. News channels are feeding the agony and frustration of the people. In 1969, Telangana agitation was quite severe and serious. But very few knew about this movement. Needless to say that because of these television channels, this movement reached to its peak stage and influenced political parties to take a stand for the formation of Telangana state in 2009.

Mr. Satish Babu, a first generation television journalists and news editor in the beginning of Gemini TV, he did a program called ‘Avirbhavam’. That program has broken the traditional walls of journalism. In that program
bringing politicians to the studio and asking them questions which a common person wants to ask and getting answers from them making ‘Avirbhavam’ one of the best programs of the channel. In the beginning guests showed their interest but in the course of time guests stopped coming because of fear. After this ‘journalist dairy’ is another program which came out in this concern. One different issue is that this journalist dairy was run only for some time in Gemini TV and it was stopped when he came out of that channel and later we saw that it was started again after 2002 in MAA TV. In Gemini there was a program called ‘Idandi Sangathi’.

The TV9 news channel CEO Ravi Prakash was in Gemini television, he introduced the news and current affairs program ‘Encounter’. Similarly “Dharmapeetam” and “Encounter” are like old wine in new bottles. The thing is that in “Dharmapeetam”, celebrities used to come, whereas in “Encounter” the secondary cadre leaders were also interviewed. Before they call a politician they know about that person’s bio data and call that person. When the common people are watching this program they felt very happy because of the questions which were asked in the Encounter program. However, with this encounter program there is no society that is benefitted directly. The society was educated with the program in the same way as with “Dharmapeetam” program. Later, instead of “Encounter” through “Idandi Sangathi” program people benefitted a lot. For example, in Ongole there used be ‘Rowdyism’. They used to kill people and they used to participate in crime throughout the country and have crime records. Even if we go to some other places when we
write in hotel records that we are from Ongole, police take us and interrogate us many times. From this kind of evil, not only Ongole, from Old city women trafficking to Saudi, also the murder case of Kala Chowdary in Ongole, in this case "Idandi Sangathi" journalist team disclosed the secret. The program took the people in a proper direction. Later TV 9 introduced ‘Prajanadi’ and “Praja Paksham” another program. People started speaking and their voice has been increased. It means that the media has given authority to the people with some programs that they should question when there is some problem.

MAA TV which runs its news bulletins for a very short time at prime time and competed with 24 hours news channel became popular with ‘Priyamina Mukyamanthri Garu’ a wonderful program. It means, in that agenda setting is important. That agenda setting is the problem in which has not been solved for the last thirty years. That line itself is a great idea. Thirty years means almost 5 terms of governments. The intention of this program is taking an issue which has not been solved for the last thirty years and attacking the issue with the camera and taking it to the Chief Minister’s sight as the main agenda of this program. The issues like hills, canals, and some other things went to the ‘Priyamina Mukyamanthri Garu’ program. Because of this the news has reached people that media has taken a step forward and people have started speaking. Later, because the news is brought through a live bulletin, the journalist dairy program was stopped with the intention that it may damage the live bulletin. With this journalist dairy there are more people who have benefited without any relation with the region than those who have not
benefited. Later in MAA TV there was a program in the news bulletin called "Zindagi". Sometimes how the TV is, it is not only for some areas or regions, though TV reached some places some programs may not reach those places. Zindagi program has reached the every nook and corner of Andhra Pradesh. In Zindagi program the world has seen the poor man smile. In the Zindagi program has suggested what kind of program the media should show in future, however, those suggestions were not followed by any media channel. If we see today there are no human interested stories on TVs. Mainly, "Zindagi" program has proved that people also watch human interested stories.

Mr. Ramoji Rao started E TV and E TV2, 24 hours news channel. The focus of critical point of views of current affairs programme titled 'Prathidhvani' at the prime time studio based programme on debating current issues in and around the state and politics. With this program people got a lot of information and knowledge. At the same time there was another program called 'Nijam' in E TV. This program also was before the information acted on us, in Eenadu channel, they walked towards research and introduced an episode called 'Nijam'. In fact they have taken brave decisions in that program. Generally most of the people don't want to tell what happened to them, because if they tell the truth there may be an attack on them, but in these kinds of incidents also 'Nijam' program covers the victims and mobilises information. E TV is continuing it with the title 'Mundadugu'. If we take other channels, they are taking current issues working for a month or so and showing results. In E TV news channel "Margadarshi" a profile is done of the
philanthropist, “Yuva Bharat”. These are such programmes which really influence the youth in various aspects. Lack of research and creativity in television programs are dull. Only 20% of the programmes are creative and useful. Still there is a lot of scope to think better. Television is still in the budding stage. These few programmes prove that television really can guide the society in a better way. After 24 hours news channels due to lack of qualified journalists, TV channels don’t even know what questions to ask and fail to meet the needs of the people. Later they started telecasting current affairs programmes.

In an experiment done by HMTV during the Telangana movement they have telecasted a programme titled “AP Dasha Disha”. HMTV carried out the “AP Dasha Disha” programme which is a remarkable landmark role that television channels play in the expression of public opinion. In fact, one of the programs where hundreds of thousands of people have come into the frame to explain their point of view and in a way giving a direction added an ethical value to the TV channels where diametrically opposite views can exist on one platform. The best example on Television media on public opinion is to question suppression of public movements. Everybody knows there is a hidden agenda for the media to divert people’s movements. It is not prominent and pronouncing. TV is an audio-visual media where everything is shown, it is evident, and therefore we can’t say it is complete suppression.