CHAPTER – VI

CONCLUSION
6.1 Introduction

Television is the most popular and powerful medium of mass communication in modern society. Television news channels have come up in large number at regional, national and international levels. The television news channels broadcast television templates for customization on a priority basis in the present times. The television news channels are required to telecast television templates which provide latest information about the availability of products and services. There are several factors which are associated with the development of television templates. The uses, gratifications and ill effects of television templates for customization have not been subjected to adequate scientific research according to the review of literature. There are also certain research gaps in this area of broadcasting research. The television news channels are called upon to put forth integrated efforts for the standardization of television templates in modern times. The findings of the study, testing of hypotheses, implications of the study and suggestions for future research are delineated in this chapter.

6.2 Findings of the Study

Demographic Background

- A majority of the respondents belong to male category, (70.29%), graduates and post-graduates category (86.29%), agriculturists, housewives and unemployed person’s category (53.15%), middle and low income groups (82.28%) and Bengaluru and Hubli-Dharwad cities (54.29%) respectively.

Media Association

- A majority of the respondents (76.29%) have stated that they had the benefit of exposure to newspapers.
- A majority of the respondents (74.86%) have stated that they had the benefit of exposure to magazines.
- A majority of the respondents (83.43%) have stated that they had the benefit of exposure to radio.
- All the respondents (100%) have stated that they had the benefit of exposure to television.
- A majority of the respondents (78.86%) have stated that they did not enjoy the benefit of exposure to VCR/VCP/VCD.
- A majority of the respondents (86.29%) have stated that they did not enjoy the benefit of exposure to computer.
- A majority of the respondents (64.57%) have stated that they did not enjoy the benefit of exposure to computer with Internet.
- All the respondents (100%) have stated that they had the benefit of exposure to mobile.
A majority of the respondents (58.29%) have stated that they enjoyed the benefit of exposure to mobile with Internet.

A majority of the respondents (88.57%) have stated that they enjoyed the benefit of exposure to cable/satellite connection.

A majority of the respondents (80.0%) have stated that they enjoyed the benefit of exposure to social media.

Priorities of Communication Elements of Television Templates

- A majority of the respondents (92.57%) have stated that video was preferable as a communication element of television templates for customization.
- A majority of the respondents (86.86%) have stated that audio was preferable as a communication element of television templates for customization.
- A majority of the respondents (86.29%) have stated that text 3 line with scrolling news/breaking news is preferable as a communication element of television templates for customization.
- A majority of the respondents (85.71%) have stated that picture-in-picture window was preferable as a communication element of television templates for customization.
- A majority of the respondents (74.86%) have stated that earn profit was preferable as a communication element of television templates for customization.
- A majority of the respondents (73.14%) have stated that increase of TRP was preferable as a communication element of television templates for customization.
- A majority of the respondents (88.0%) that social news was preferable as a communication element of television templates for customization.
- A majority of the respondents (76.57%) have stated that crime news was preferable as a communication element of television templates for customization.
- A majority of the respondents (88.0%) have stated that breaking news was preferable as a communication element of television templates for customization.
- A majority of the respondents (81.71%) have stated that animation was preferable as a communication element of television templates for customization.
- A majority of the respondents (89.71%) have stated that branding was preferable as a communication element of television templates for customization.
- A majority of the respondents (83.43%) have stated that color was preferable as a communication element of television templates for customization.
A majority of the respondents (82.29%) have stated that textures were preferable as a communication element of television templates for customization.

A majority of the respondents (81.14%) have stated that trailer of particular programme was preferable as a communication element of television templates for customization.

**Uses of Television Template Customization**

- A majority of the respondents (74.86%) have stated that television templates design was an inexpensive way to get the business online.
- A majority of the respondents (81.71%) have stated that the television templates enabled the consumers to look for innovative advertising appeals.
- A majority of the respondents (68.57%) that the television templates were most widely used marketing strategy by modern companies.
- A majority of the respondents (70.86%) have stated that the television templates reduced the time and effort of the users/customers.
- A majority of the respondents (75.43%) have stated that the television templates were effective tools of providing the real time messages to the customers.
- A majority of the respondents (74.29%) have stated that the television templates provided the personalized messages to the customers.
- A majority of the respondents (77.71%) have stated that the television templates provided more frequent communications to the customers.
- A majority of the respondents (80.57%) have stated that the television templates enabled the service providers to test the marketing messages.
- A majority of the respondents (81.14%) have stated that the television templates ensured the wide spread information to the customers.
- A majority of the respondents (76.57%) have stated that the television templates reduced the overhead costs of the service providers.
- A majority of the respondents (77.14%) have stated that the television templates enabled the service providers to track sales and user engagement.
- A majority of the respondents (73.71%) have stated that the television templates were highly effective tools of advertising.
- A majority of the respondents (77.14%) have stated that the television templates influenced consumers and driven purchasing decisions.
- A majority of the respondents (80.57%) have stated that the television templates had made lot of difference in television broadcasting.
- A majority of the respondents (76.0%) have stated that the television templates promoted business relations.
- A majority of the respondents (69.71%) have stated that the television templates added new energy to commercial broadcasting.
- A majority of the respondents (73.14%) have stated that the television templates enhanced consumerism in modern times.
A majority of the respondents (70.86%) have stated that the scrolling text advertisements in television templates enhance the business opportunities.

A majority of the respondents (70.29%) have stated that the television templates enriched the vocabulary of the viewers.

A majority of the respondents (81.14%) have stated that the television templates provided the viewers a broader understanding of the world and exposed them to new opportunities of life.

**Gratifications of Television Template Customization**

- A majority of the respondents (73.14%) have stated that the television templates were effective sources of advertisement on products and services.
- A majority of the respondents (69.71%) have stated that the television templates enhanced marketing of news, products and services.
- A majority of the respondents (70.29%) have stated that the television templates increased consumerism among the viewers.
- A majority of the respondents (69.14%) have stated that the television templates encouraged business management.
- A majority of the respondents (76.57%) have stated that the television templates fulfilled the information needs of the customers.
- A majority of the respondents (77.14%) have stated that the television templates promoted seller – buyer relations.
- A majority of the respondents (69.71%) have stated that the television templates increased the awareness of customers about products and services.
- A majority of the respondents (73.71%) have stated that the television templates provided socially beneficial contents to the viewers.
- A majority of the respondents (65.71%) have stated that the television templates provided economically beneficial contents to the viewers.
- A majority of the respondents (58.86%) have stated that the television templates provided politically beneficial contents to the viewers.
- A majority of the respondents (86.29%) have stated that the television templates enabled the viewers to obtain useful inputs in their day to day lives.
- A majority of the respondents (73.71%) have stated that the television templates enhanced social mobility among the viewers.
- A majority of the respondents (74.86%) have stated that the television templates improved business transactions.
- A majority of the respondents (70.29%) have stated that the television templates introduced new lifestyles to the viewers.

A majority of the respondents (69.71%) have stated that the television templates provided multi-faceted advertising contents to the viewers.
Effects of Television Template Customization

- A majority of the respondents (66.86%) have stated that the television templates reduced the reading habits of the audience.
- A majority of the respondents (65.71%) have stated that the television templates affected the cultural ethos.
- A majority of the respondents (61.71%) have stated that the television templates affected the moral values.
- A majority of the respondents (62.86%) have stated that the television templates affected the family relationships.
- A majority of the respondents (83.43%) have stated that the television templates affected the linguistic aptitude of the viewers.
- A majority of the respondents (81.71%) have stated that the television templates affected the health of viewers.
- A majority of the respondents (81.71%) have stated that the television templates text caused ethical deterioration.
- A majority of the respondents (77.14%) have stated that the television templates scrolling speed affected the eyesight of the audience.
- A majority of the respondents (83.43%) have stated that the television templates were a like a junk food in the television news.
- A majority of the respondents (61.14%) have stated that the television templates color disturbed the concentration of viewers.
- A majority of the respondents (85.71%) have stated that the television templates affected the wisdom of audience to discriminate between the good and bad aspects of advertising.
- A majority of the respondents (75.43%) have stated that the television templates provided incomplete information to the audience about products and services.
- A majority of the respondents (82.29%) have stated that the television templates disturbed the concentrating power of the audience in their understanding of life and environment.
- A majority of the respondents (69.71%) have stated that the television templates did not depict a true picture of society which has its adverse impact on the audience.
- A majority of the respondents (78.29%) have stated that the television templates provided misleading and unhealthy contents to the audience.

6.3 Testing of Hypotheses

H1. The communications media association of the respondents is not adequate in the state of Karnataka.

The data clearly reveal that the respondents have enjoyed the benefit of adequate media exposure in Karnataka state. Hence, the above hypothesis stands disproved according to the data analysis.
H2. The priorities of communication elements of television templates are not appropriate.

The data clearly reveal that the respondents have identified the appropriate priorities with reference to television templates. Hence, the above hypothesis stands disproved according to the data analysis.

H3. The television templates are not useful to the respondents across the state of Karnataka.

The data clearly reveal that the respondents have found the usefulness of television templates. Hence, the above hypothesis stands disproved according to the data analysis.

H4. The television templates have not satisfied the needs of the respondents across the state of Karnataka.

The data clearly reveal that television templates have satisfied the needs of the respondents. Hence, the above hypothesis stands disproved according to the data analysis.

H5. The television templates do not have a positive impact on the respondents across the state of Karnataka.

The data clearly reveal that the respondents have experienced several effects of television templates. Hence, the above hypothesis stands disproved according to the data analysis.

6.4 Implications of the Study

The state has the obligation to empower the people by implementing the constitutional provisions and healthy guidelines of broadcasting management. The public – private partnership is required to ensure value based and public welfare centered broadcasting services. The Government of India has a responsibility to formulate suitable policies for the constructive broadcasting management in the age of liberalization and privatization of broadcasting services. The audience should not be treated as mere receivers of benefits but they must be actively involved in broadcasting management in India. The television broadcasting services should be designed after proper analysis of the situations and consultation with the specialists and beneficiaries. The following suggestions are made with a view to improve the status of television templates for customization in India.

6.4.1 Broadcasting Culture Related Suggestions

- The television centers are required to develop sound broadcasting culture on the basis of internal and external factors associated with broadcasting institutional progress.
The television centers should be enabled to develop strong sense of adaptability to changes in the broadcasting environment.

- The television centers should enhance the organizational performance on the basis of adoption of best practices.
- The television centers should create a culture of trust in organization as it is the harbinger of congenial working environment.
- The television centers should recruit and maintain a workforce that is committed to its core value system.
- The television centers should constantly monitor the work culture and professional efficiency of the broadcasters in order to achieve the goal of professional excellence.
- The television centers should inculcate a sense of participation among the professionals in order to foster meaningful ‘broadcasting culture’.
- The television centers should constantly evolve organizational culture which is pro-active, incremental and collaborative.
- The television centers should develop the work culture on the basis of accountability, collaboration, decentralized leadership, alignment and adaptability to hold the key to successful survival.
- The television centers should set better standards of behavior of professionals.

6.4.2 Broadcasting Attitudinal Change Related Suggestions

- The television centers should enable the broadcasters to develop sense of duty, professional competence and social responsibility.
- The television centers should adopt best broadcasting practices.
- The television centers should enrich the professional status of broadcasters.
- The television centers should establish a better working broadcasting environment.
- The television centers should improve professional atmosphere on the basis of ethical and professional obligations.
- The television centers should achieve the goal of inclusive broadcasting development.
- The television centers should increase the transformational leadership qualities of broadcasters.
- The television centers should explore new avenues of professional broadcasting management.
- The television centers should promote healthy professional environment.
- The television centers should enable the broadcasters to achieve success in the acquisition of a comprehensive system of affective experiences regarding broadcasting.
6.4.3 Broadcasting Job Involvement Related Suggestions

- The television centers should create a disciplined working environment.
- The television centers should adopt innovative methods for broadcasting progress.
- The television centers should provide freedom to cultivate better socialization practices among broadcasters.
- The television centers should provide adequate professional training opportunities.
- The television centers should ensure adequate opportunities to involve the broadcasters in the institutional activities.
- The television centers should provide adequate incentives for better job involvement of broadcasters.
- The television centers should enhance the quality of work life.
- The television centers should ensure the freedom of adopting the concept of empowerment.
- The television centers should boost the morale of the broadcasters and contribute for the progress of broadcasting.

6.4.4 Television Templates for Customization Related Studies

- The television centers should make use of video, audio, scrolling news, breaking news, picture-in-picture window, social news, animation, textures and trailer of particular programme to improve the standard of television templates for customization.
- The television centers should make use of right marketing strategy, real time messages, personalized messages and other devices to improve the standard of television templates for customization.
- The television centers should make use of diversified, creative and business promotion oriented television templates for customization.
- The television centers should avoid television templates for customization which adversely affect moral values, cultural ethos, family relationships, public health and institutional credibility.

6.5 Suggestions for Future Research

This study is an attempt to understand the television templates for customization with reference to Kannada television news channels. This subject has not been scientifically evaluated by the regional, national and international media researchers to a considerable extent. The future generation of researchers can concentrate on the status, problems and prospects of television templates for customization at various levels. Besides this, a combination of quantitative analysis, qualitative analysis, content
analysis, case study and experimental research is strongly advocated for understanding the ways and means of standardizing television templates for customization in modern society.

6.6 Epilogue

An overview of the television news channels in modern India revealed the dominance of private companies in the provision of news channels. The television market in India is constantly expanding. The television news channels are also increasing remarkably in India. The dominant languages in the most widely distributed international and national television news channels include English, followed by Hindi and other regional languages. The implementation of digital terrestrial television (DTT) and digitization of cable and satellite networks have increased the capacity for offering more channels. In Karnataka also, there are a sizable number of television news channels which provide regional, national and international news coverage in Kannada language. The television templates are used by Kannada news channels for the purpose of customization in modern times. The audience have identified their own priorities for television templates customization and experienced certain uses, gratifications and ill effects. The television news channels are required to play a responsible role in the modernization, standardization and perfection of television templates for customization in this age of competitive broadcasting management.