CHAPTER – I

INTRODUCTION
1.1 Prologue

Television has emerged as a prominent medium of communication all over the world. It has the capacity to generate income through advertisements. The booming of private television channels and dumping infotainment programmes to the viewers are ever increasing activities in India. New templates on television screen, color combination and style of news presentation on the spot reporting with pertinent visuals have become new technical initiatives. There is the tremendous competition among these channels to share the viewers and get the highest TRP and get the advertisements. The technological pluralism is an important challenge of the twenty-first century. The television template customization and communication priorities of news channels in Karnataka were examined by the researcher. The salient features of the study namely – television as a medium of communication, history of television templates, salient features, recent trends and developments in television templates, social significance of the study, statement of the problem and objectives of the study are amplified in this chapter.

1.2 Television as a Medium of Communication

Television was the most remarkable scientific investigation of 20th century. Television is also the most powerful and exciting means of mass communication. Television broadcast took place first and foremost in USA along with few European countries in the year 1920. Several scientists and technocrats had made series of experiments for the development of television as an effective audio – visual means of communication. John Baird is generally regarded as the father of television. He invented this medium in 1926. Vladimir Kosma Zworykin demonstrated a system of Television with a cathode-ray tube called ‘kinescope’ which is the basis of modern television. In the year 1930, National Broadcasting Corporation (NBC) began to telecast through a set up of television station in New York. The BBC also started its venture through London station after couple of years. Germany and France also established television stations and began television broadcasting services in Europe. The British Broadcasting Corporation (BBC) of Britain began the first television service in 1936. Television broadcasts began in the United States also in 1939.

The World War – II which broke out in the year 1942 caused a setback to the growth and development of television as a medium of communication. In 1948, America extended television network and services by setting up more than 40 television stations covering 22 cities and served about half a million of people. In 1950s, television emerged as a powerful medium of communication in America. In the year 1962, the first satellite system ‘Early Bird’ was introduced and two international satellites were launched in order to provide meaningful linkage between the world and audience. The decade of 1970s witnessed new technological innovations and applications with reference to television broadcasting. Japan employed optical fiber cable and computer controlled techniques in transmitting television signals in a better manner. A new age of direct to home (DTH) service and digital compression technology was also experienced by the audiences.
The first successful programme in color was transmitted by Columbia Broadcasting System (CBS) in USA in 1953. The television set became one of the important mediums of entertainment with the advent of several popular shows. Television gradually matured as a medium during the next two decades. From being “radio with pictures” it acquired a unique style of its own. As a result of this, this phase is often called the “golden age” of television.

Television is basically an audio – visual medium of communication. It makes optimum use of sight and sound. This unique medium communicates information, education, advertisement, entertainment, publicity, propaganda and other services to the mankind by combining the elements of sound, picture, motion, color and drama. It simultaneously appeals to one’s sense. It is an extensively used medium which is considered to be a distinguished medium among all other media in the present times. In its working, television converts a living sense into an electronic image in the same way as original sound is converted into electronic audio signals in the radio broadcasting. This image like audio signals is sent through space. It is picked upon an antenna and translated into the original scene on the surface of a picture tube located in the television set.

The television contents include both sound and visuals which make it a magic medium of communication. It is a versatile vehicle of communication. The models, graphs, pictures, exhibits and other elements of communication can be introduced in the television programme. These unique features allow the viewers to watch the world from their drawing rooms. This powerful visual nature helps television to create vivid impressions in the minds of the audience which in turn leads to emotional involvement. The audio visual quality of television makes the images more memorable. Hence, television is rightly regarded as a domestic medium of communication which provides information, education, entertainment and allied services to the mankind within the four walls. The domestic nature of television makes it an intimate medium.

Television is one of the most powerful forces man has ever unleashed upon himself. It denotes the importance television has assumed in our lives and the dramatic changes it has brought about in our modern society. Empirical studies have emphasized that no other medium has ever dominated people’s lives as television did. Today television has replaced the film as a dream machine to emerge as the most popular and powerful medium of mass communication. Television is mainly responsible for the rapid shrinking of the world – a world without boundaries. It is obvious that television plays a dominant role in modern society. It is widely understood that television has both positive and negative impact on people. Today people spend most time watching variety of television programmes both domestic and foreign. It is very well said that television is the heavy weight of all mass media.

The live nature of television allows it to transmit visuals and information almost instantly. This capacity of television makes it ideal for transmitting live visuals of news and various events. A large number of audiences who cannot read or right can watch television and access the information shown on television. As a medium of
communication, television also has a very wide output, range and reach. By nature, television is generally identified as a transitory medium of communication. It is different from other media of communication. It combines compelling visuals with the personal immediacy of radio. This audio visual character gives television a great power in conveying realism which keeps the viewers emotionally involved with the programme. It allows the audiences to witness various events which take place around the world. The new media enable the audiences to participate in various events by posting their comments on websites (Nabi, 2015:107).

Television has unique features. It can be used to demonstrate processes or physical skills, to show movement, to enrich reading skills, to make distance learning more personalized and make teaching and learning very attractive and dynamic. Television provides different kinds of programmes for different sections of the society. Television has emerged over the years as the most accessible medium because of revolutionary changes in the field of communication science and technology. Television has the capacity to deliver an incomparable audio-visual service to the mankind. It presents many glittering personalities, significant events, international gatherings, fairs and festivals and several special features to the mankind. Television has successfully hypnotized the audiences by its unique magical power of communication. It possesses collective properties such as print, radio, theatre or film and video simultaneously.

Television is a collective art combining the significant elements of print, radio, film and theatre. Television is a visual bonanza – a medium appropriate for demonstration. It has tremendous demonstrative capability when compared to other media of communication. There is no distraction in television viewing as the medium demands one’s physical presence in front of TV set. Television, therefore, gets a large mass of heterogeneous audience all over the world. The technology of television is so versatile that the camera can show any event/product/personality/object ranging from war to cricket and from pin to piano in minute detail. The highly advanced TV cameras can also take breath taking pictures or space and the deep sea in close proximity. The medium makes abundant use of close-up shots.

The advent of new broadcasting technologies has made television an interactive medium which provides the benefit of live-show, phone-in programmes and video conferences. New technologies have also paved the way to easily access the Internet on television itself instead of a conventional computer monitor. Thus, television has become a multi-faceted medium compatible with new communication technologies. The persuasive quality of this medium has opened the floodgates to sponsor programmes and advertisers. Television has virtually become a market place for consumer products and services. TV commercials have immensely influenced and changed the society. It has also become a major economic force. Television has a vast variety of programmes.

Technologically, television is so versatile that it has a greater measure of compatibility. Advanced technology has facilitated the production of TV sets with superior picture quality, picture settings, video status memory, telephone memory, in-built micro
computer, multiple in-build speaker, child-lock, Internet, video games and DVD/CD/compatible and mind-boggling reproduction of surround sound. General programmes and special audience programmes are also broadcast over television. The satellite television channels provide ample evidence that television is a medium of effective propaganda endeavors. By the end of 20th century television emerged as a major industry with far reaching economic and political implications.

The predominance of a market driven economy and lifestyle has led to an explosion of interest in the media for young people. An uncertain future and lack of gainful employment only heighten the anxiety, and make youth more dependent on such forms of media, as easy measures of escape from difficult situations of reality. With the phenomenal increase in the reach of these media in the last decade, young people in small towns and even rural areas are increasingly becoming vulnerable to its impact. Images and information beamed by the electronic media, particularly television, strongly influence the behavior and life-choices for children. It has been observed all over the world that the direct impact of television has led to violent and criminal behavior as well as increased strife within families to adopt consumerist life-styles.

Television industry has grown as a highly profit oriented calling in India, Iran and abroad. The National Broadcasting Corporation and other private channels have grown commendably in America over a period of time. Television programmes reach out to 98% of population in the US. In India, Doordarshan and other private channels reach out to more than 75% of population with an amazing number of about 1000 channels. In the age of globalization, Indian and Iranian television industry has better access to overseas market. The television programmes are produced by professionally competent and creative teams consisting of producers, writers, directors, actors and other production personnel.

Networks, public television institutions, cable companies and local television stations have also developed in-house production teams and facilities. There are specialized content producers and distributors who provide broadcasting services through networks, public television centers and cable companies. There are certain legal and regulatory aspects which govern the process of television broadcasting. There are also potential areas for collaboration and penetration of television industry across the globe.

According to the latest statistics, the contemporary television industry generates about 40,000 dollars in the world. The prominent companies include – Sony Corporation, Vivendi, Walt Disney Company, Comcast, News Corporation, Time Warner Inc, The Direct TV Group, Bertelsmann AG, Time Warner Cable, Cox Enterprises, CBS Corporation, Viacom Inc, Lagarde’re, ARD, Pearson, BBC and so on. These organizations generate more than 10,000 dollars individually. In terms of distribution of worldwide television revenue by region, North America (38%), Europe (31%), Asia Pacific (21%), Latin America (8%) and Middle East and Africa (2%) occupy important positions. In terms of television households worldwide by region, Asia Pacific (52%), Europe (23%), Latin America (10%), North America (10%) and Middle East (5%), occupy dominant positions. There are also digital and non-digital television subscribers all over the world. Television
also generates maximum advertising revenue all over the globe one compared to other media of communication

The Supreme Court ruling of 1995 which stated that the airwaves are not the monopoly of the Indian government boosted their growth. Several regional channels also came into being during this period. In India, Doordarshan and other private television channels have catered to the needs of the audience effectively. Doordarshan has evolved over the years. But today we have many channels other than Doordarshan. The satellite channels are also providing multi-faceted education, entertainment and advertisement to the audience in India. Television has opened up new horizons for the diversified audience.

Television has tremendous impact on the lives of the people regardless of region and other demographic factors. It is known for both positive and negative features across the globe. The Internet or new media has opened a whole new world of communication. The new media allows greater audience participation. Thus, in this age of internet, television has been constantly reinventing itself as a medium. The new delivery platforms are steps in that direction. One of the disadvantages of television as a medium is delayed feedback. On the other hand, internet is all about interactivity.

1.3 Salient Features of Television Templates

Concept of Templates

A template is a computer document which has a basic format. It can be used many different times. A template is a tool for ensuring that all documents or pages have a standard layout, look and feel. Changes made to templates automatically update any pages or documents which are based on the template. The web pages on websites are based on templates which govern where the menu will be on the page, where the page heading and page content will be situated. The word processing templates are ordinarily included as a regular feature in most word processing software. A template is also a system that helps the source to arrange information on a computer screen. Most web pages on web sites are based on template which is a file that serves as a starting point for a new document. A template is pre-formatted in some way. A template can either come with a program or be created by the user. In programming, a template is a generic class or other unit of source code that can be used as the basis for unique units of code.

The term template, when used in the context of word processing software, refers to a sample document that has already some details in place; those can be adapted (that is added/ completed, removed or changed, differently from a fill-in-the-blank approach as in a form) either by hand or through an automated iterative process, such as with a software assistant. A template is completed; the user can edit, save and manage the result as an ordinary word processing document. Word processing templates enable the ability to bypass the initial setup and configuration time necessary to create standardized documents such as a resume. They also enable the automatic configuration of the user interface of the word processing software, with features such as auto completion, toolbars, thesaurus, and spelling options.
A template is a categorizer that serves as a starting point for a new document. A template is pre-formatted in some way. The template has a space for the name and address in the upper left corner, an area for the recipient's address a little below that on the left site, an area for the message body below that, and a spot for your signature at the bottom. The templates can either come with a program or be created by the user. The template is a tool for enforcing a standard layout and look and feel across multiple pages or within content regions.

The template also specifies the nature and scope of the goods and services which are popularized in the form of advertising and publicity campaigns. The template is designed to enable the beneficiaries or users to understand the essential details and description of the exact nature of the project. A template also communicates the delivery of goods and services in a highly structured and appropriate manner. A template also meets the expectations of the stakeholders and enables them to understand the nature of services and scope of the project. The project scope defines the work needed to deliver a product, service or result. The product scope describes the features and functions of the product, service or result. A template should also facilitate greatest understanding and appreciation of the product and project requirements among the audience.

**Purpose of templates**

Templates determine the basic structure and setting of a document. The templates ensure consistency in the layout of documents e.g. the logo will always appear in the top right-hand side of the page. The templates help to support the corporate image. Special templates can be set up for different purposes e.g. a template for internal faxes and one for external faxes. The templates are read-only. The templates can be set up to have standard text on them e.g. company contact details can be placed on them. The templates can be set up to have standard data entry fields, e.g. a fax template will have a 'to' and a 'from' section where the user enters the appropriate information. The template can be used over and over again. A template controls the overall look and layout of a site. It provides the framework that brings together common elements, modules and components as well as providing the cascading style sheet for the site. Both the front-end and the back-end of the site have templates.

The tunneling template is a special purpose simulation tool for design and analysis of tunnel construction projects. The tunnel templates can (1) predict the tunnel advance rate, which depends on various deterministic and stochastic factors, such as length of the tunnel, depth of the shaft, muck car capacity, train speed, dirt volume and removal method, and soil conditions, (2) balance the construction cycles at the tunnel face and the shaft, and optimize the use of the TBM, crane, and trains; and (3) predict the productivity, cost, schedule, and resource utilization based on the simulation analysis (Ruwanpura et. al, 2001:127).
Characteristics of templates

Page formatting can be included in the template such as margins/size/layout. Standard text can be defined in the template, for example, date/time/headers/footers. The formatting for the document can be defined e.g. font size/font color/font style. The position of standard graphics can be ensured, e.g. the logo might be placed in the top right-hand corner. Frames can be used for entering specific text e.g. address, date. The template is used in the context of file format which refers to a common feature of many software applications that define a unique non-executable file format intended specifically for that particular application. Template file formats are those whose file extension indicates that the file type is intended as a very high starting point from which to create other files.

Television Templates

The television templates basically include website templates, flash templates, e-commerce templates, Facebook templates, responsive templates and other templates which include amazing features. The television templates also consist of interesting page transitions, easy-to-use content management systems, drop down menus, photo galleries, custom fonts, full screen background images, contact us forms, Google maps, social networking icons, rollover effects, photo galleries and so on. The digital template is a community driven motion graphics marketplace which allows buying and selling of royalty free stock motion graphics for production, film, and television network professionals. The television templates are 100% customizable and 100% vector based. They can be re-used for creating a variety of projects and a wide variety of media, including broadcast, film, video, and the Web.

There are five types of templating systems, classified based on when assembly happens - placeholders are substituted for variable information (such as names, addresses, and product info) and sub-templates: Server-side - run-time substitution happens on the web server, Client-side - run-time substitution happens in the web browser, Edge-side - run-time substitution happens on a proxy between web server and browser, Outside server - static web pages are produced offline and uploaded to the web server; no run-time substitution, Distributed - run-time substitution happens on multiple servers. Template languages may be: Embedded or event-driven, Simple, biteable, programmable, or complex, Defined by a consortium, privately defined, or de facto defined by an open implementation. Ownership influences the stability and credibility of a specification. However, in most jurisdictions, language specification cannot be copyrighted, so control is seldom absolute.

The portal templates usually enforce a particular layout, style, set of privileges, and content across multiple pages. The portal templates can be divided into regions and tabs by applying a style, granting access privileges, and adding items and port lets. The users can define parameters for the template and use them in conjunction with the port lets placed on the pages that are based on the template. Any page that uses the template includes all the items, port lets, privileges, and parameters included in the template.
Template builders have the option of allowing template users to specify their own access rules or select their own styles. An update to the template results in an instant and automatic update to all pages that are based on the template. In most cases, a Portal Template for pages is available for use only in its containing page group. The exception is the Shared Objects page group. Any templates created in the Shared Objects page group can be used across page groups.

The users can click the link, and the item content displays within the context of its associated Portal Template. The item’s content and its associated template are assembled on the fly as a result of rendering the item link’s URL. When an unauthenticated user clicks the item link that renders an item in the context of a template, the user sees an error, rather than the dynamically rendered item and template content. The users can view a page that is dynamically assembled using a Portal Template for items only when the template is public. The portal templates for items are created through the same wizard that is used for creating Portal Templates for pages.

The Portal Template becomes a Portal Template for items and is available for use only with items. Ruler is a template when used to draw a straight line. A document in which the standard opening and closing parts are already filled in is a template that can copy and then fill in the variable parts. The flowcharting templates (not used much now) help programmers draw flowcharts or logic sequences in preparation for writing the code. In programming, a template is a generic class or other unit of source code that can be used as the basis for unique units of code. There is plenty of high end software's available in the market popular TV channels which are using their productions SWAP, Swis Max, After Effect, 3D Studio FCT and Adobe CS 5 etc. Duck Link Mixing Card, Infinity Graphic Machine, Ticker Machine and Graphic Machine Hardware's are using for overlap the templates on the video.

The television templates are designed to deliver video but are equally suitable for photos or other multimedia. They are based on open web technologies which are designed specifically for Google TV. The other templates are based on Flash and require Flash Player 10.2, which is currently a release candidate version. Both sets of templates represent useful starting points for developers. They have been released as open source under the Apache 2 license, so developers can modify and customize them to meet their needs. These television templates persuade networks like ABC, CBS, NBC and Fox to allow Google TV products to access their online video services. The TV and movie Joomla templates are all specifically designed for TV and movie websites, and they come with useful features like responsive layouts, K2 support, Google Fonts, social media integration, RTL language support, Bootstrap integration, Virtue Mart compatibility, featured image sliders, short codes, and more.

This Joomla template for movie websites features Twitter integration, a responsive layout, K2 support, live search, a mega menu, unlimited Google Fonts, 4 predefined color schemes, a media slider extension, demo content, and more. This Joomla template for movie websites includes a responsive layout, 500+ fonts, unlimited colors, cross-browser
compatibility, lots of short codes, Bootstrap integration, 3 preset color schemes, RTL language support, K2 and Virtue Mart compatibility, and more. This Joomla template for entertainment and movie websites offers a responsive layout, K2 and Easy Blog support, 5 preset color variations, error, contact, login, newsfeed, and maintenance pages, RTL language support, slideshow, slider, accordion, and bulletin modules, and more. The Joomla template for movie websites comes with a responsive layout, K2 support, a featured image slider, unlimited Google Fonts, cross-browser compatibility, a mega menu, live search and Twitter modules, and more. The Joomla template for TV websites has Facebook and Twitter integration, support for streaming or hosting video, a TV show schedule widget, an advertiser slider, a news widget, and more. The Joomla theme for movie websites includes SEO-friendly code, RTL language support, 22 collapsible module positions, multiple preset styles, K2 support, unlimited colors, gallery and carousel modules, and more. This Joomla template for film websites offers a responsive layout, 9 custom pages, slideshow and carousel modules, a page peel banner option, Bootstrap integration, a mega menu module with animations, 6 preset color schemes, and more.

The television templates also offer a thoughtful arrangement of elements and color, fonts, effects, style, and layout to your plain slides via our templates. Each of the template slides comes with a set of PowerPoint Diagrams & Charts and Shapes too. The television templates are instantly downloadable on purchase. In 1966, SSC engineers began experimenting teletext and videotext information on the screen. The SSC two full scale teletext services started in 1972. In India, Doordarshan, teletext service started in 1985 but scrolling news on the bottom of the screen started around 1995 onwards. During same time private TV channels and local cable TV also used templates. The television news channels adopt the new innovative customization of TV template evaluated by channels.

1.4 Social Significance of the Study

A template is also a system that helps the source to arrange information on a computer screen. The term template is used in the context of word processing software. The word processing templates enable the ability to bypass the initial set up and configuration time necessary to create standardized documents such as a resume. A template is a categorizer that serves as a starting point for a new document. The template also specifies the nature and scope of the goods and services which are popularized in the form of advertising and publicity campaigns. The template is designed to enable the beneficiaries or users to understand the essential details and description of the exact nature of the project. The television news channels adopt the new innovative customization of TV template evaluated by channels. The television templates facilitate better understanding and appreciation of the product and project requirements among the audience.

The television templates basically include website templates, flash templates, e-commerce templates, Facebook templates, responsive templates and other templates which include amazing features. The television templates are 100% customizable and 100% vector based. They can be re-used for creating a variety of projects and a wide variety of
media, including broadcast, film, video, and the Web. The uses and gratifications of television templates are not subjected to scientific investigation according to the review of literature. Hence, the present study Templates Customization in News Channels – A Critical Evaluation of Communicative Priorities assumes profound academic significance.

1.5 Statement of the Problem

The present investigation was carried out in Karnataka state on the basis of the following considerations:

- Digital information technology helps the electronic media to reach out to the people across the globe. The television templates attract the viewers on the basis of multimedia inputs including the visuals, audio, music effects and text scrolling with graphics and animation.
- The attraction of a news channel today depends on various elements incorporated in their channel template.
- TV News template structure suitable for human perception and viewers can understand visual and multiple text information on the screen at a time.
- The broadcasters are required to understand the visual and multiple text information made available to the audience through television templates.
- The broadcasters should also understand the news priorities of the audience under the changed circumstances.
- Constant scientific research on the news priorities of the television audience in general and uses and gratifications of television templates in particular would boost the status of broadcasting in a developing country like India.

1.6 Objectives of the Study

The present study was carried out in Karnataka state on the basis of the following set of specific objectives. They include:

1. To assess the priorities of communication elements used in the templates by news channels.
2. To analyze the opinion of viewers on template customization.
3. To understand the effects of advertisement campaign on the templates.
4. To examine the impact of instant text news on template; and
5. To suggest appropriate measures for the standardization of television templates in the news channels.

1.7 Nature and Scope of the Study

There are several television news channels which are functioning in India at national and regional levels. Television has grown in India and abroad as a billion dollar industry. The television has also become a very powerful medium of advertising over a period of time. Modern television news channels have given more importance to the templates which attract the attention of viewers on various goods and services. In the present times,
most of the television news channels are dominated by many other multimedia based news items and information corners which divert the attention of the viewers rather than looking at the news reader. Several innovative methods and technologies are adopted to make television templates highly informative and persuasive. There is also more scope for further improvement and innovations to maximize the impact of television templates. The present investigation was confined to understand the news priorities and customization of television templates with special reference to television news channels in Karnataka state.

1.8 Presentation of the Study

The thesis contains 6 chapters. The first chapter namely introduction consists of the salient features of the study such as television as a medium of communication, salient features of television templates, social significance of the study, statement of the problem, objectives of the study and nature and scope of the study. The second chapter namely review of literature provides a brief overview of past studies under different headings such as television news channels, changing priorities for television news coverage, television templates customization and inferences of review of literature. The third chapter namely research methodology presents the salient features of the study such as conceptual framework of the study, hypotheses of the study, variables of the study, research design, selection of study areas, selection of sample, primary data collection, secondary data collection, statistical analysis, reliability and validity of data, limitations of the study and definitions of the terms used in the study. The fourth chapter amplifies the growth and development of television in India, television news channels in India and television templates customization in India. The fifth chapter namely results and discussion provides the scientific analysis of primary data under different headings such as demographic features of the study sample, media exposure among the respondents, priorities of communication elements of news channels, uses of television template customization, gratifications of television template customization and effects of television template customization. The sixth chapter namely conclusion delineates the findings of the study, testing of hypotheses, implications of the study and suggestions for future research. The last part of the thesis contains bibliographical references, questionnaire and select photographs.

1.9 Summary

The technological pluralism is an important challenge of the twenty-first century. The television template customization and communication priorities of news channels in Karnataka were examined in the present investigation. Television was the most remarkable scientific investigation of 20th century. Television is also the most powerful and exciting means of mass communication. A new age of direct to home (DTH) service
and digital compression technology was also experienced by the audiences. A template is a categorizer that serves as a starting point for a new document. It provides the framework that brings together common elements, modules and components as well as providing the cascading style sheet for the site. Both the front-end and the back-end of the site have templates. The template also specifies the nature and scope of the goods and services which are popularized in the form of advertising and publicity campaigns. The template is designed to enable the beneficiaries or users to understand the essential details and description of the exact nature of the project. The portal templates usually enforce a particular layout, style, set of privileges, and content across multiple pages. The television templates are designed to deliver video but are equally suitable for photos or other multimedia. The uses and gratifications of television templates are not subjected to scientific investigation according to the review of literature. Hence, the present study assumes profound academic significance.