CHAPTER – II

REVIEW OF LITERATURE
2.1 Introduction

The review of literature is a fundamental procedure in making scientific inquiries. It accelerates the speed of research about a particular issue. A literature revision is a description of the previous investigation concluded by the academicians or experts in relation to a particular topic or field. It gives an overview of ‘what has been said’, ‘who are the key writers’, ‘what are the prevailing theories’ so on and so forth. In this chapter, both the theoretical and empirical studies relating to templates customization and communicative priorities of news channels are presented.

2.2 Television News Channels

Parker (1994:115) analyzed the future of global television and reported that television had transformed the lives of people across the globe. The scholar noted that the new global television coverage facilitated effective broadcasting of live events. The study emphasized that the competition and privatization of television had opened up new and diverse sources of information. The scholar pointed out that a handful of corporate owners emerged to dominate the new world.

Beshkin and Trimel (2000:16) assessed the news channels beamed by satellite to countries throughout the Arab region and observed that the new channels had challenged the region's definition of news and their reliance on government-owned stations. The study revealed that the political comments and criticisms had contributed immensely for the Arab spring and changed the political order remarkably. The scholars pointed out that television news channels had also sensitized the stakeholders of good governance and contributed considerably towards public opinion formation on significant issues and concerns.

Shrikhande (2000:131) examined the business television news channels in Asia and noted that the international television news channels had faced tough competition from regional and national business channels. The studied revealed that a textual analysis of content on the different channels in this segment was needed to reach a more definitive conclusion on the issue of diversity. The scholar suggested that international specialized content providers should provide customized regional products.

Shrikhande (2000:132) investigated the CNNI and BBC World in Asia and remarked that the two channels had employed the competitive strategies to establish a presence in Asia. The study revealed that the roles played by competition, product customization and distribution networks had developed international markets for media products in Asia.

Ayish (2001:07) carried out the study on the news selection at six Arab world satellite television channels and stated that the Arab world TV monopoly model had begun to experience major cracks with the creation of more autonomous television organizations. The scholar noted that the liberalization of government television in the Arab world had taken place in tune with new global trends in public broadcasting around the world.
De Vreese (2001:36) conducted a study on the British, Danish, and Dutch television news coverage and found that television coverage of the introduction of the Euro in different countries used similar generic themes. The scholar noted that television news coverage was significant issue-specific national spins in European news programs.

Page and William (2001:112) evaluated the private satellite television in South Asia and reported that it had made a huge difference to the choice of viewing available even in small towns. The study revealed that the television news channels had become windows to world which were inaccessible before except to the well to do sections of the society.

Al-Asfar (2002:02) analyzed the impact of direct satellite broadcasting on the audiences for local television channels in Tripoli Libya. The scholar observed that the importance of news credibility in the Arab world stemmed from the part it might play in determining the reputation of different news suppliers and, eventually, the extent to which they receive the regular patronage of Arab news audiences. The scholar also found that Al Jazeera was the most popular television channel with Libyan audiences and other findings indicated that this channel was seen as most credible source of news.

Philo (2002:118) assessed the television news and audience understanding of war, conflict and disaster and noted that the decisions made by broadcasters (on commercial criteria) about what viewers would desire to watch had produced very negative responses in television audiences towards the developing world and war, conflict and disaster within it. The scholar observed that the audiences were misinformed because of the low level of explanation and context that was given. The scholar suggested that change in the quality of television news reporting should be ensured on the basis of audience interest.

Chalaby (2005:23) examined the transnational television worldwide and offered a global perspective on the unique contemporary media phenomenon of transnational television channels. The scholar also compared their impact in different regions of the globe. The study also revealed great richness and diversity across seven key broadcasting regions, North America, Latin America, Europe, the Middle East, Africa, South and East Asia. The work provided several elements central to the study of international media and communications.

Mahapatra (2005:93) investigated the television news channels in India and reported that news programmes had become hot property and are vied for attention with other popular programmes telecast in different channels. The study revealed that news gathering was a major task for the 24 hour news channels in India. The scholar suggested that significant changes in news broadcasting should be brought about in this competitive broadcasting era.

Rodrigues (2006:125) carried out a study on the impact of private and foreign television on India’s news and audiences and remarked that the television networks had a causal effect on changes in local broadcasting. The scholar noted that Indian audiences had benefitted from this transformation from one public television monopolistic market
to a global market consisting of multiple networks. The study revealed that Indian audiences were subjected to a cacophony of commercially driven multi-channel broadcast.

Straubhaar (2007:137) conducted a study on the emergence of global to local television industry and stated that television channels had simultaneously globalized, regionalized, nationalized, and even localized, with audiences engaging it at multiple levels of identity and interest. The scholar observed that television had become an important aspect of public education and entertainment all over the world.

Joshi (2007:64) evaluated the ethical aspects of television news channels in India and found that the television news channels had become entertainment-driven rather than public service oriented. The study revealed that television news channels had not adhered to the cardinal principles of broadcasting. The scholar suggested that every channel should do an extensive research on different concepts and different themes to attract more viewers.

Office of Communications (2007:110) studied the challenges for television news in the era of digitalization and reported that the level of disengagement among the young had actually increased over the last five years. The study revealed that the television news channels had consisted of a range of international and niche channels carrying news. The study emphasized that the ever growing number of internet sources and other channels of communications had posed serious challenge for television news in modern times.

Singh (2008:133) analyzed the growth and development of television news channels in India and observed that the quality and authenticity of news had deteriorated over a period of time. The study revealed that television news channels had played an important role in shaping up public opinions, sentiments, and dogmas by promulgating accurate and desirable information and knowledge. The scholar observed that television news channels in India had charted out their own respective doctrines and presents anything as news and serves it to their audience, which leads to a shift from ethical issues of journalism.

Mehta (2008:98) assessed the impact of satellite television news channels and noted that satellite television had effected major changes in political culture in India. The scholar focused specifically on the emergence of satellite news channels and noted that the new forms of technology had led to the creation of a new visual language national regional and local. The scholar observed that satellite television was a prominent means of communication in the age of globalization.

Jensen and Oster (2008:61) examined the power of cable and satellite television in India and remarked that these channels had exposed the viewers to new information about the outside world and other ways of life. The study revealed that the introduction of cable television was associated with significant decreases in the reported acceptability of domestic violence towards women and son preference, as well as increases in women’s autonomy and decreases in fertility. The scholars suggested that the ill effects
of cable and satellite television should be examined in order to protect the interest of women and children in modern society.

Kim et. al. (2009:71) investigated the popular cultural phenomenon originating in Korea which has assumed significance across Asia and beyond. The study revealed that the patterns of screen-tourism were based on the television and the inter-cultural circulation of film and television programmes. The scholars argued for more research that links visitor flows with television audience research that allow media productions to go beyond circulation in domestic television markets.

Cushion and Lewis (2009:32) carried out the study on the television news channels in Britain and stated that the news coverage was based on market driven economic considerations. The scholars observed that 24-hour news channels in the UK had reflected decline in news standards exemplified by the Fox network in the USA. The study revealed that the existing public service regulations in UK broadcasting and the presence of a full-blown public service broadcaster like the BBC acted as a break on 'foxification' in commercial providers like Sky.

Lewis and Cushion (2009:85) conducted a study on the impact of 24 hour news coverage in the UK and found that breaking news had impacted the quality of television news journalism. The scholars also compared the elements of a breaking news item with more conventional forms of news. The study revealed that breaking news had become an increasingly important part of the 24-hour news culture in modern times. The scholars suggested that breaking news items should be well equipped with worthy information and ideas in order to enhance the credibility of television news coverage.

Kunz (2009:80) evaluated the elimination the rules fueled joint studio and network control which resulted in high concentration in prime-time television program ownership. The study revealed that the major corporations held a financial interest in between 89.4% and 94.7% of prime-time programs with attributable ownership on the debut broadcast schedules. The scholar suggested that television broadcasters should strike a balance between advertising and professional ethics.

Kraidy and Khalil (2009:76) studied the Arab television industries and reported that Arab television had undergone a dramatic and profound transformation from terrestrial, government-owned, national channels to satellite, privately owned, transnational networks. The scholars observed that the pan-Arab industry was vibrant, diverse and fluid. The study enabled the readers to understand how the transformation of Arab television came to be, the different kinds of channels, how programs are made and promoted and how they are regulated.

Doyle (2010:40) analyzed the economic aspects of convergence and of multi-platform expansion in the media sector and observed that the digitization had made content delivery more resource-intensive than before. The study revealed that the television channels in UK had adopted the ‘360-degree’ approach to commissioning and distribution.

Kolmer and Semetko (2010:75) assessed the international television news and noted
that the Germany had a strong public service broadcasting system that reaches all parts of the country as compared to America. The study revealed that geographic proximity and national interest were shown to be important factors in explaining the regional focus of foreign news in these countries and outlets.

Batabyal (2010:11) examined the news television practices in India and remarked that corporate policies in television organizations basically aimed at generating advertising revenue. The study revealed that the proliferation of news channels across the country, the economics of the television industry and control of media by the market forces had enabled the privileged sections of Indian society.

Cushion (2010:33) investigated the genre of rolling television news channels and stated that television news channels had invited readers to explore the diverse ways in which round the clock news channels have reshaped the genre of news. The scholar has provided both historical insight and geographical and intellectual diversity on television news channels.

Gunter (2010:48) carried out the study on the impact of Internet on television broadcasting and found that Internet had changed the identity of public service television as a social and cultural institution of enlightenment. The study revealed that culture-industrialization was the driving force behind the transformation of television with the latest discursive formation of the model, named ‘advanced audio vision’. The scholar also noted that new media like Internet had transformed television broadcasting over a period of time.

Kumar (2011:78) conducted a study on the strategic growth perspectives of Indian television channels and reported that the Indian entertainment and media industry was one of the fastest-growing sectors in India and has outperformed the Indian economy. The study revealed that Indian audiences clearly preferred locally produced programming over foreign programs. The scholar noted that scope existed for more specialized niche channels, such as a dance channel or stock market channel.

Ministry of Information and Broadcasting (2011:101) evaluated the issue of up linking television channels from India and prepared the guidelines. The applicant seeking permission to set up an Up linking Hub/ Teleport or Uplink a TV Channel or Uplink facility by a News Agency should be a company registered in India under the Companies Act, 1956. The applicant company, irrespective of its ownership, equity structure or management control, would be eligible to seek permission for a period of 10 years. The concerned broadcasters are required to ensure compliance of the rules and regulations of the target country for which content is being produced and uplinked. However, the uplinked content should not contain anything which is against the sovereignty, integrity and national security of India as well as its relations with friendly countries.

Riegert (2011:122) studied the presence of foreign news on Indian television and observed that the television news media reinforced national perspectives in coverage of events outside their borders. The scholar noted that shifting geopolitical realities, the accessibility of different news sources, and the self-reflexivity of journalists had a
significant impact on international news narratives. The scholar concluded that the mainstream national television news offered several types of news narratives about the world outside the nation.

Neyazi (2011:108) analyzed the impact of satellite television news channels on the audience in India and noted that Indian television news channels broadcast entertainment and advertisement programmes to generate income and increase TRP ratings. The scholar noted that in the absence of exact viewership figures, daily ratings had become vital for news channels to get advertising. The scholar suggested that trivializing of news contents should be avoided in order to generate higher ratings at the cost of credibility of television news channels in India.

Wilke et al. (2012:144) assessed the geography of foreign television news and remarked that newscasts were the most heavily viewed programmes and by and large they were the main source of information for many people. The scholars observed that television news channels had broadcast complex and multifaceted picture of foreign news reporting in the world. The study emphasized that the foreign news outlet depended on the selection criteria of journalists.

Aalberg et al. (2013:01) examined international television news provided by public service and commercial TV channels in countries with different media systems. The study revealed that market-oriented media systems and broadcasters were less devoted to international news. The scholars observed that the foreign news offered by the main TV channels was quite limited in scope, and mainly driven by a combination of national interest and geographic proximity. The study also revealed a positive relationship between the amount of hard international news coverage and citizens’ level of foreign affairs knowledge.

Ewart and Rane (2013:44) investigated the Australian television news programs’ framing of the tenth anniversary of the events of 9/11 and stated that television news programs in Australia had moved away from the conflation of terrorism with Muslims and Islam. The scholars noted that news about the tenth anniversary was framed around the themes of human resilience and resolution. The study focused on more negative framing of this event in the first few years may have a long-term impact.

Kevin et al. (2013:70) carried out the study on the television news channels in Europe and found that television news channels had grown remarkably in Europe. The study revealed that receiving news from a variety of reliable sources was fundamental to the process of information-gathering, decision-making and opinion forming of European citizens. Pan-European. The scholars noted that international news channels were expected to provide an international focus on news, to present more news about the rest of the world and to mirror the globalization of business and international cooperation. The scholars suggested that television news channels should provide objective and relevant information to the audience in this age of competitive television broadcasting.

Pandalai (2013:113) conducted a study on the agenda setting function in Indian
television channels and reported that ‘real time response’ had changed the complexion of day to day diplomatic negotiations. The scholar observed that the episodic character of television news had made it less conducive to the lengthy process of foreign policy formulation.

Shilpi (2014:130) evaluated the multiple revenue streams and challenges of market differentiation for news channels in India and observed that news channels had faced tough competition for the both advertising revenue and audience time. The study revealed that television news channel industry had become restless, directionless and unpredictable but enthusiastic. The scholar suggested that television news channels put forth best effort for achieving their business goals.

Ghosh (2014:46) studied the ethics of Indian news media and noted that with the development in technology and the advent of the internet the standard ethical practices had faced tough challenge. The study revealed that news media including television had deviated from the established ethical principles and journalistic norms. The scholar also primarily dealt with the future of media ethics in the context of Indian news media.

Ziani et.al. (2014:152) analyzed the Arabic-language newscasts in four non-Arab TV channels and remarked that the non-Arab TV news services had much in common in providing news information while presenting different media perspectives, policies and ideologies. The study revealed that the ordinarily similarities in providing news stories between these news services was due to fact that these services are based on Western media models.

Jha (2014:62) assessed the advertisements broadcast in the television news channels and stated that the news channels had become prominent means of advertisement. The study revealed that the advertisers spent a lot of money for carriage of their signals and placing them at a prominent position in the list of channels as compared to their competitor. The scholar noted that the modern television news channels also created a lot of innovations to integrate their news content with the advertisement.

Saigal (2015:128) examined the election debates of Indian and British television news channels and found that the British television news channels had excelled in terms of independent and objective coverage of elections. The study revealed that Indian news channels had failed to compete with the British television news channels in facilitating free and fair television debates in times of elections. The scholar suggested that Indian television news channels should learn from the British television news channels and achieve the goal of responsible election news coverage.

Youngblood (2015:149) investigated the contents of Indian television news channels and reported that Indian television news channels indulged in selective bias and judgmental reporting. The scholar observed that the coverage of social conflicts in Indian television news channels was sensational, one sided, finger-pointing, and distorted. The scholar suggested that impartial news coverage should be ensured in the Indian television news channels to enhance the objectivity and credibility.
2.3 Priorities for Television News Coverage

Gowing (1994:47) carried out the study on the real time television coverage of the latest generation of armed conflicts and observed that the relationship between such coverage and foreign policy was profound but fickle. The scholar noted that the relationship was not as profound as conventional wisdom assumes. The scholar suggested that television journalists must not delude themselves about the impact of their images on foreign policy.

Maguire et. al. (1999:92) conducted a study on the crime stories broadcast in television news channels and noted that the newscasts from a national network, a big city television station, and a small town channel differed substantially in their coverage of crime stories. The study revealed that television crime news varied significantly by level of newscast. The scholars were highly critical of the media for misrepresenting the actual facts of crime and suggested that researchers should be careful about their representation of media reports.

Howard (2000:53) evaluated the custom templates and remarked that designing power amplifiers had become increasingly complex, particularly with respect to linearity and power-added efficiency. The study revealed that the entire power amplifier design process had become easier and provided access to standard analysis techniques.

Keane (2002:68) studied the growing trend towards television format adaptation as an industry development strategy in China and stated that the television channels were dominated by cheap variety show formats, royal court television dramas, game shows, and news. The scholar observed that the localization of foreign programs represented a more useful experiment for China’s domestic industry than the importation of finished programs. The scholar suggested that the strategy of format adaptation is a short-term solution to program development would not stimulate a creative media-based economy.

Magder (2004:91) analyzed the emergence of reality television signals and found that the success of Endemol and U.K. producers highlighted the growing internationalization of television production. The study revealed that United Nations continued to dominate television broadcasting and responded to programming trends and revenue models developed elsewhere. The scholar observed that the traditional revenue model used to produce commercial television had become anachronistic. The television producers have entered a new era of product placement and integration, merchandising, pay-per-view and multiplatform contents.

Jensen (2007:60) assessed the television format adaptation with a globalization perspective and reported that the television programmes were the products of globalization. The scholar noted that the new situation had presented an outstanding opportunity to investigate television’s globalization and localization processes on analytical objects whose basic idea is identical in the start-up phase of any national production process.

Thussu (2007:140) examined the Star TV news in India and observed that the television news had acted as an important element in shaping public discourses. The
study revealed that Star TV propagated dominant neoliberal ideology and helped to legitimate a media marketplace in which global corporate clients could consolidate and expand. The scholar observed that international television channels like Star TV had accorded priority for Americanizing urban Indian middle classes.

Harding (2009:50) investigated the television news priorities and international coverage in UK broadcasting service and noted that the television priorities were based on the need for an understanding of the cultural forces, the migratory forces and the environmental forces that shaped the world order. The scholar noted that the public service broadcasting had a vital role to play in international cooperation and progress in the new millennium.

Curran et al. (2009:31) carried out the study on the television news priorities in England and Finland and remarked that the Finnish media devoted more attention to hard news than the British media. The scholars observed that Finnish television was more subject to public service influence than British television. The study revealed that a number of national differences contributed to different levels of public knowledge. The Finns were better informed about hard news topics partly because they are better briefed in these areas by their media, according to the study.

Conway (2010:28) conducted the study on the development of the television newscast, the most popular source of news for over forty-five years in America and stated that process, challenging common myths - including the importance of a popular anchor, and television’s inability to communicate non-visual stories and crediting those whose work was critical in the formation of television as a news format. The scholar noted that television news coverage was influenced by the pressures and professional roadblocks facing those who dare question journalistic traditions of any era.

Jain (2010:59) evaluated the television news programmes and found that the changing ethics and aesthetics of the electronic media in India were witnessed in the age of liberalization of broadcasting. The study revealed that there was a marked shift in the concerns, politics, and modes of representation by the television news channels. The scholar noted that 24-hour news phenomenon forever changed the representation of ‘crisis’ and its affect within the public sphere.

Iyengar and Kinder (2010:58) studied the order and emphasis of television news stories in selected television broadcasts and reported that extended coverage in the national news had become more important to viewers. The study revealed that those issues that are prominent in the news stream continued to loom more heavily as criteria for evaluating the president and for choosing between political candidates.

Cortese and Rubin (2010:29) analyzed the uses and gratifications of television shopping and observed that viewers watched television shopping because they wanted a convenient, time and cost-effective way to shop and learn about products. The scholars noted that the audiences who purchased more items were motivated to watch by the shopping aspects of the medium. The study revealed that compulsive buying was the only significant predictor of impulse buying.
Miguel et. al. (2010:100) assessed the development of television news programmes from information to dramatization and noted that the television news channels had adopted a new format. The study revealed that the Spanish television news programmes had acquired a changing narrative style throughout time. The study emphasized that television news programmes were broadcast in a response to the need of reaching higher audience ratings.

BBC Media Service (2011:13) examined the audiences for BBC’s Arabic Services and remarked that the audiences to the BBC’s Arabic services had risen by more than 50% to a record high of 33.4 million adults weekly before the ‘Arab Spring’. The study revealed that the weekly audience had risen to 24.4 million from 13.5 million across Egypt, Iraq, Saudi Arabic, Jordan, Lebanon and Morocco. The study emphasized that new broadcasting strategies had brought about considerable increase in the audience for the BBC Arabic TV. These impressive figures show that international audiences are increasingly turning to the BBC for independent news that they can trust.

Marshall (2011:94) investigated the changing news values of television broadcasting in the aftermath of Arab Spring and stated that television journalists had to undertake follow up actions after covering the big moments. The scholar emphasized that the story of huge historical importance demanded in depth analysis and consistent news coverage. The scholar suggested that it was important not to take a snapshot but to take a long video of what's going on in the Arab world.

Lee-Wright (2012:83) carried out the study on the changing news values of Arab media in the wake of Arab Spring and found that the Arab Spring had a commendable impact on the media scenario and political scenario in the Arab World. The scholar observed that the broadcast news operations added the new dimensions to democracy, freedom of expression and media coverage of Arab Spring.

Tsai (2012:141) conducted a study on the changing role of translation in the transmission of international news information and called for news translators to adapt to such changes. The scholar noted that the implications for news translation had received the attention of television news producers. The study revealed that the translators who work in newsrooms also assumed the role of television journalists. The scholar observed that the rise of market-driven journalism afforded scholars the opportunity to consider how the changing ethos of journalism alters news translation strategies.

Raza et. al. (2012:121) evaluated the sensationalism in news and current affair programs in Pakistani private Urdu news channels and reported that the channels had sensitized the issues frequently regarding politics, crime, terrorism, and celebrity etc. The scholars noted that television channels had given importance for breaking news and presented routine news events as breaking news to create hype. The results indicate that a reasonable portion of news bulletins consisted of soft news.

Jurkowitz et. al. (2013:65) studied the changing television news landscape and observed that the news programs had changed significantly in recent years. The study
revealed that the news structure of the three channels the mix of interviews, packaged segments and live coverage had also changed. The breaking news, live event coverage and interviews were the priorities of television news channels according to the study. This transition may cut the costs of having a crew and correspondent provide live event coverage.

Islam and Marjan (2013:57) analyzed the recent trends of television news coverage in Bangladesh and noted that the rise of satellite television channels was a significant phenomenon in the landscape of Bangladesh media. The study revealed that the satellite channels presented hour-round news and views on different events and affairs. The scholars noted that in spite of this significant change in terms of quantity and ownership pattern, there still lacked a comprehensive broadcast policy to guide day-to-day operations of the channels.

Leblanc (2014:82) assessed the recent cutbacks which were largely spread out across the board and remarked that television sector’s general programming faced the greatest upheaval. The study revealed that the CBC’s news section was expected to be largely spared, leaving other elements of the broadcaster’s television schedule facing cutbacks and changes. The scholar noted that television programming could be forced to migrate to new platforms on the Web and mobile devices.

Kaisii (2014:66) examined the broadcasting of political news in national television channels of India and stated that Indian TV news channels were ranked among the most viewed channels in Indian Television. The study revealed that the viewers were given more choices to watch television news. The scholar observed that the share of coverage on political news was more than two-third and all the national TV news channels had given high priority on political news. English channels slightly covered more political news than Hindi channels. The proportion of coverage on national political news was more than the sum of regional and international political issues, according to the study.

Egger (2015:41) investigated the changing priorities for television news coverage and found that television directors had not ensured double check before public broadcasting even though it required a good deal of time and resources. The study revealed that it was expensive and time consuming to produce investigative journalism for television news channels. The scholar suggested that television news channels should focus on in-depth journalism.

Whitlock (2015:143) carried out the study on the television news priorities in America and reported that the three major networks had so far, devoted a staggering 67 minutes and 49 seconds to obsessing over every aspect of whether the New England Patriots cheated in their AFC championship win recently. The study revealed that only ABC allowed a scant 34 seconds to the Obama administration’s release of five terrorists out of Guantanamo Bay and back to areas connected with extremist violence. The scholar noted that NBC was, by far, the most lopsided in terms of journalistic priorities.

Hutchins (2015:55) conducted a study on the local news priorities of television and observed that the television producers had looked at the demographic features and
structured the news contents. The study revealed that the advertiser value was important because younger viewers demand a higher premium in the marketplace for a couple reasons. The scholar noted that women were much more likely to make purchasing decisions in the household than men.

2.4 Television Templates Customization

Ruwanpura et al. (2001:127) evaluated the special purpose simulation templates for tunnel construction operations and noted that the cost-planning tool in the tunnel template was very useful in making decisions and evaluating the feasibility of tunnel construction projects. The study revealed that the successful application of the simulation for actual construction project highlights the interactive collaborative research work between academia and industry.

Chua and Roska (2002:26) studied the CNN template and remarked that the CNN template works well only for binary input images. One application of this CNN template is to convert a grayscale image into a binary image, which can then be used as inputs to many image processing tasks which require a binary input image. The grayscale input image at the front end is quickly converted into a binary image which contains only the relevant information to be extracted, the most important of which being the binary edges.

Zhu and Zheng (2005:151) analyzed the template-based approach for mass customization of service-oriented e-business applications and stated that new IT technology enabled individual enterprise to demand more personalized software products to meet its specific requirements, the external varieties for e-business applications increase. The scholars also proposed a template-based approach for mass customization of service-oriented e-business applications based on the basic techniques for mass customization of software products.

Xiyong (2006:147) assessed the implementation of e-business applications in various kinds of enterprises and found that the business processes tended to be more standardized in modern times. The study revealed that new IT technology enabled individual enterprise to demand more personalized software products to meet its specific requirements, the external varieties for e-business applications increase. The scholar also presented the basic techniques for mass customization of software products.

Ariadi and Rennie (2008:05) examined the templates for customer use and reported that the recent technologies had led to a renewed interest in allowing the consumers to develop customized products. The scholars observed that manufacturing was brought closer to consumers because of the technological revolution. The scholars also simplified the CAD stages by utilizing design templates for consumer use in customizing additive layer manufactured products.

Kim et al. (2008:71) investigated the validation of pre-customized UI design in a personalization approach for digital television. The study revealed that users did not want to be segmented into specific age groups. The scholars observed that the user’s task performance using the features of digital television varied depending on the age.
There are considerable factors of pre-customization when addressing the use of digital television UI design, according to the study.

Moran (2009:102) carried out the study on the global franchising and local customizing of television templates and observed that contemporary international television offered a rich site for the investigation of matters concerning cultural adaptation. The study revealed that a formalized, organized system had developed whereby program production knowledge can be borrowed from place to place for the re-creation of a television program in another territory. The scholar observed that this process of localization was examined on three levels using a model derived from translation theory. The study emphasized that the localization which occurs in such processes primarily involves the development of content that is nationally unexceptional through which audiences in a national territory can be addressed as a collective form.

Erjavec and KovaMci Mc (2010:43) conducted a study on the television news producers’ pressures on advertisers and noted that television advertising practitioners and journalists exerted pressure on advertisers to pay for news that either promotes products/services or suppresses information that reflects badly on advertisers. The scholars noted that television news channels earned better advertising revenue through customization of templates in modern times.

Atkinson (2010:06) evaluated the a three template model of television news and remarked that journalists and their editorial managers had increasingly beholden to standards of performance built into industrial performance templates imported from outside. The scholar noted that certain empirical constructs were used to study the performance of television templates and propose certain dimensions controlling for factorial invariance across cultures.

Ma et. al. (2012:90) studied the template based model transformation approach for deriving multi-tenant Software-as-a-Service (SaaS) and Model-Driven Engineering (MDE) which are the most dominant software engineering paradigms nowadays. The study revealed that it was possible to generate SaaS applications from the models which do not cater for the specific problems faced in the multi-tenancy. The scholars suggested that an effective and simple template-based model transformation and model synchronization approach based on model evolution of MDE paradigms should be fully integrated for the development of SaaS multi-tenant applications.

Campbell et. al. (2012:21) analyzed the patent customization of display templates and stated that a server system enabled users to configure user interfaces. A generic presentation string is stored at a data storage system. The scholars noted that the generic presentation string is renderable to present an unfilled template that may include one or more slots. The study revealed that a template module is generated from the generic presentation string. The generic presentation string specifies a transformation operation.

Lima and Reis (2012:87) assessed the Internet produced new forms of news making and new technologies which play a central role in television news rooms. The study revealed that a great diversion of participation was now possible and news sites were
used by the public to express opinions, debate the subjects of the agenda and include their own material. The scholars noted that television had a tradition of public participation and television sites provided multi-faceted comments to the audience.

Ho (2013:52) examined the customization of television templates and found that television viewers had three programming options namely - satellite, cable or the good antenna. The scholar observed that new technologies and tools such as TV desktop, laptop, tablet and Smartphone have added new dimension to advertising. The scholar suggested certain measures for the use of Wi-Fi to access streaming video for television broadcasting.

Hussain (2014:54) investigated the after effects templates with reference to video customization and reported that the main benefit of using a premade template was to obtain the real plan files. The scholar noted that users could obtain all they require in order to more progress the template and create it appropriate for their big business requirements.

2.5 Inferences of the Review of Literature

- The media researchers have examined the contents, uses, gratifications and effects of television in India and abroad to a greater extent.
- Adequate scientific investigations are also carried out on the television news channels in India and abroad.
- Adequate scientific evaluations are not made on the television templates customization in India and abroad.
- Surprisingly, not even a single scientific study has been carried out till date on the television templates customization with special reference to India.

2.6. Identification of Research Gap

The review of literature reveals that research on templates customization and communicative priorities of news channels is scarce and scattered with only a few in-depth studies of very limited nature. It also reveals that there is wide scope for research on templates customization and communicative priorities of news channels, by media especially in developing countries like India. None of the studies have touched upon templates customization and communicative priorities of news channels with special reference to Karnataka state. Therefore, this study mainly related to templates customization and communicative priorities of news channels. It is the right time to study about the progress and performance of templates customization and communicative priorities of news channels under changing global scenario.

The above studies are not related to templates customization and communicative priorities of news channels. None of the studies have taken an integrated view of the concept regional importance and the positive and negative contribution as a whole. Therefore, this study mainly related to the role of templates customization and communicative priorities of news channels. No research studies have been conducted.
by the researchers about the above stated topic even in Karnataka in particular. In order to fill this gap the present study is undertaken

2.7 Summary