

Increase of Commercialism in Online Content and Its Psychological Impact on Society

Sunil Kumar Sharma¹, Dr. Subhash Kumar², Mr. Shailendra Pratap Singh Bhati³, Mr. Manish Arya⁴, Pandit Amandeep⁵

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¹Research Scholar, Department of Journalism & Mass Communication, Manipal University, Jaipur *

²Associate Professor, Society & Development, School of Social Sciences, Central University of Gujarat, Gandhinagar*

³Assistant Professor & HoD, School of Mass Communication, JECRC University, Jaipur*

⁴Research Scholar, Department of Journalism & Mass Communication, Apex University, Jaipur*

⁵Research Scholar, School of Mass Communication, JECRC University, Jaipur

*Corresponding Author: Sunil Kumar Sharma, Research Scholar, Department of Journalism & Mass Communication, Manipal University, Jaipur, Mobile no: 8963840032 Email: sunilsharmashanu7@gmail.com

Abstract- The increasing trends of commercialism in media have affected information flow tremendously. Increasingly in the 21st century, news became a commodity valued for its profitability, than for its role in public interest. The trends of paying money for content is common in media organization. As advertisers influence newspapers in directing their content toward consumers. Commercialism in media, is leads to news distortion. Since the media would not like to lose a major customer, they do all within their reach to satisfy such clients that pays them money to the media to project an idea they want people to accept whether it is positive or not. Media owners many times sacrifice public affairs and issue at alter of profit thus increasing commercialism in english dailies impact on psychological towards news content in media organization.

Keywords: Editorial, Edition, Credit Line, Information, Advertisement, Byline, Journalism, Commercialism, Paid News, Circulation

Commercialism has major influences on media, in numerous different ways. It has been always influencing the type of media that is being produced, whether it is local, national, or international. Today most of the media organization has been using means of communications to let a large number of people know about their products. Media today is looked at as one of the most powerful and expensive industries. It has reign over political, social, and cultural issues that are currently going on today. However, as the years have progressed, the sophistication of advertising methods and techniques has advanced, alluring and shaping and even creating consumerism. It is well known fact that no industry exists without a product or service to offer to customers. Commercial media is media that is privately owned by larger companies and corporations.

“Nowadays newspapers is product. The readers are consumer. They don’t make money by selling the newspaper. They actually lose money when someone buy the newspaper. But the audience is the product. They are selling audiences. Corporations sell audiences to other corporations.” (Chomsky, 1997.)¹ The news is much like an advertisement, in facts an advertisement. In such a state of affairs advertising companies will threaten to pull their ads and essentially their funding from the media source if their content contradicts their views. “This view can be political, because “even in open and democratic societies with a free press, economic factors and corporate decisions often influence what is and is not covered in the new” (Pavlik, 2017)².

The greatest flaw in the practice of news commercialization as Ekwo (1996)³ surmises is that "news is narrowly defined against the weight of the news source's purse" The implications of commercial media are growing and continuing to affect the general public. The concentration of media ownership is narrowing, leaving only a few people to dictate what media is being produced and distributed. Advertisement in newspaper are taking over the

space of public news content. This has led to loss of variety in the news, monotony, etc. The growth of literacy rates in last few decades across India has driven the localization of newspapers, India has a growing and constantly changing newspaper market.

Top Newspapers in India by circulation

According to the Indian Readership Survey 2019, The top 10 newspapers in India are:-

S.no	Newspaper	Language	Headquarters	June-December (2019)	Founded in
1	Dainik Bhaskar	Hindi	Bhopal	4,579,051	1948
2	Dainik Jagran	Hindi	Kanpur	3,614,162	1942
3	The Times of India	English	Mumbai	2,880,144	1838
4	Malayala Manorama	Malayalam	Kottayam	2,308,612	1888
5	Amar Ujala	Hindi	Noida	2,261,990	1948
6	Hindustan Dainik	Hindi	New Delhi	2,221,566	1936
7	Rajasthan Patrika	Hindi	Rajasthan	1,788,420	1956
8	Eenadu	Telugu	Hyderabad	1,614,105	1974
9	Dina Thanthi	Tamil	Chennai	1,472,948	1942
10	The Hindu	English	Chennai	1,415,792	1978

Indian Readership Survey 2019 Report⁴

Corporatization of the Media

Corporatization of print media is determining factor the growth of the consolidation of media ownership. With the media owners having so much power they also obtain power outside of the media industry. They are able to influence all aspects of society, such as politically, socially, and culturally. The media ownership starts to create a hegemony. This means that the ideas, values, and beliefs of the wealthiest start to become seen as the views of everyone. Advertising revenue act as precursor for the classification and status of newspapers. The ideal ratio of advertising and news space was 30:70 in the beginning. The ratio constantly changed such an extent that there was more ad-space than news space in the newspapers. With this the influence of the advertisers started to have a telling effect on the editorial content of the newspapers. Today the Indian newspaper industry has reached such a stage that advertisers call the shots on the editorial content in the newspapers.

(Statista Research Department report 2021)⁵ figure out that The English newspaper market across India saw an advertising revenue of around 63 billion Indian rupees in financial year 2020. Advertorials in Indian media are now an accepted fact of a section of the media's business.

In India, media conglomerates like the Times Group have risen in prominence in the last few decades thanks to the corporatization of the media. Finally, media houses in these times are not just purveyors of news but more importantly, they have become entities, which are solely concerned with making money. Former Vice-President Hamid Ansari (2010)⁶ warned that commercialization of news could damage the country's polity and economy. "The recent practice of leveraging political and economic content in our media for overt and covert revenue generation have the malevolent potential to tarnish our polity and even destabilize the economy," He further stated that amongst the pillars of democracy, it is only the Fourth Estate that has an identifiable business and commercial persona.

Significance of the Study-The study assumes importance based on the rapid commercialism of Indian News Media in general and Print media in particular. The study examines the extent of commercial news coverage over the editorial content in the selected leading newspapers. Besides, the study also is significant as the research aims to investigate the reason of growing commercialism in newspapers. The research subsumes that the modern newspapers are giving more importance to commercial news in comparison to its editorial content and the adverse effect it may have on its readership. In the light of above observations, present study attempts to explore the fact that why the commercialism in news content has grown fastly?. Their main objective is to generate more and more revenue through advertisement.

Today Editors' are trailing its power in selection of news content as he used to have earlier. Similarly a reporter has become just like paper tiger. The management interference in the editorial has increased in recent years. The Commercialism in the news has strengthened the business media of print media organization.

Review of Related Literature-

For that investment advertisers hope to achieve the following communication goals: (1) exposure to the desired target audience, (2) increase in product brand recall, and (3) increase in sales (e.g., **Fortunato 2005**)⁷. The pivotal question thus becomes whether the achievement of these advertising goals necessitates control of the media content. **David Demers and K.Vishwanath, Surjeet (2004)**⁸ 'The corporate newspaper publishes content that generally serves the interests of the powerful and that content, generally marginalizes social movements that have sought to increase benefits for poor and oppressed groups....the vast majority of scholars and professionals believe media become more hegemonic and less critical of the status quo as they become more corporate.

'Corporate Communications departments in most companies are nothing, but journalist contact points...if you analyze the trends in the media and juxtapose them with what is happening in the public relations and advertising domain, the line demarcating the two worlds has blurred and too close for called judicious comfort. It's blurred for any distinctive objectivity and that is showing up in the way in which we cover news and disseminate information. **Suhel Seth (2006)**.⁹

SañjayaGaurā (2012)¹⁰it was only during liberalization and entry of multinational companies in India that the trend of paid news started. The materialistic world has changed the concept of everything, and media is no exception. **Thakurta et al. (2012)**¹⁰who co-authored the Press Council's report on paid news, stated whenever there has been a slowdown in the economy, the advertising revenues of the newspapers also start shrinking and the jobs are at stake. The values and ethical norms of journalism take a backseat. **Biswas (2012)**¹¹ observed that globalization affectedthe code of conduct of Indian media. He draws the opinion that the main cause of Paid News syndrome in India is growing commercialization in the media practices in post-2000 era.

The Objectives of Study

- 1-To examine space occupied by commerce relates news as compare to other category of newsin The Hindustan times and The Times of India.
- 2-To analyze the highest numbers of news items gets prominence in different pages
- 3-To examine the various sources of news.
- 4-To study the variations of space per column advertisement and news contents in both The Hindustan times and The Times of India.

Research Hypotheses

- 1- There is more advertisement in the newspaper than news content.
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Researched Methodology

This study determines the most appropriate method for collecting the necessary data. This research methodology section of study deals with the method of study, research design, sampling technique, tools for study, source of data collection, techniques of data collection and description of technique used for statistical treatment of the data.

Research Methods: The research study involves the recent trends in relation to the commercialism in print media in the context of selected leading English newspapers and its impact on media business and journalism. This study involves a survey method. To make the study holistic, both, qualitative and quantitative approach has been incorporated which involves data collection through content analysis technique.

Content Analysis: To find commercialism in news the study has analyzed the news content of two selected English newspapers and its advertisements in Jaipur city. The news contents and advertisements of Times of India and Hindustan Times have been used for content analysis for this qualitative and quantitative method of analysis has been adopted.

The time period of the content analysis was approximately sixty editions as sample for study from 1st January 2021 to June 30th 2021. Among the 180 issues of each newspaper which forms the population for the study, a sample of approximately 30 issues of each newspaper has been selected using constructed week sampling method for analyzing the contents and advertisements of newspapers. Mutually exclusive categories have been developed to analyze the news content and advertisements. The contents of the newspapers and advertisements have been analyzed based on content categories of areas, sources] space, prominence in the selected samples.

Sample Selection and Sampling Size: The study covered total sixty edition of Hindustan Times & Times of India which is the sample size of the study. The researcher distributed the edition of the newspapers on the basis of constructed week sampling. In each week a consecutive day has been selected for the study. Among the 180 editions of each newspaper,

Constructed Week Sampling

Day/Month	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
January	2	10	18	26			
February	20	28			3	11	12
March			1	9	17	25	26
April	3	11	19	27			
May	22	30			5	13	14
June			7	15	23		

Table -1 Constructed Week Sampling

Questionnaire: The content analysis has been conducted on the basis of various questionnaires which are formulated to determine the objective of the research. A set of questions were prepared to find out the result on the basis of categorization of various theme for analyzing their correlations, impact, significance of news content and advertisements for the content analysis.

Data Analysis-As the sample drawn is non probable in nature, the study has used descriptive data analysis procedures, Statistical tests like Rank Order, Coefficient of correlation and has been used for data analysis of both content analysis and sample study.

**Analysis and Interpretation of Data
 Hindustan Times (Total News Space)**

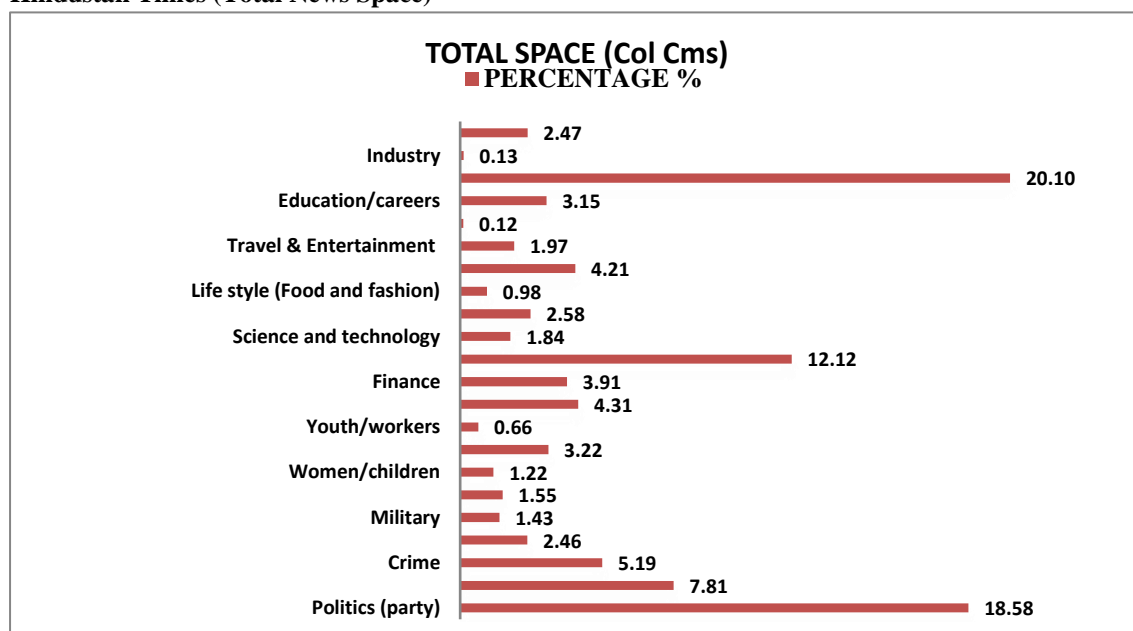


CHART- 1: Hindustan Times (Total Space)

It can be observed from the above chart that Space counted (Col Cm) about the news items in total 22 category indicates that the highest space is given to news related to games and second highest coverage is for political news. The business/market/economy also got considerable space and got the third highest number in news items space. It signifies newspapers the commerce related news gets considerable amount of space.

Times of India (Total News Space)

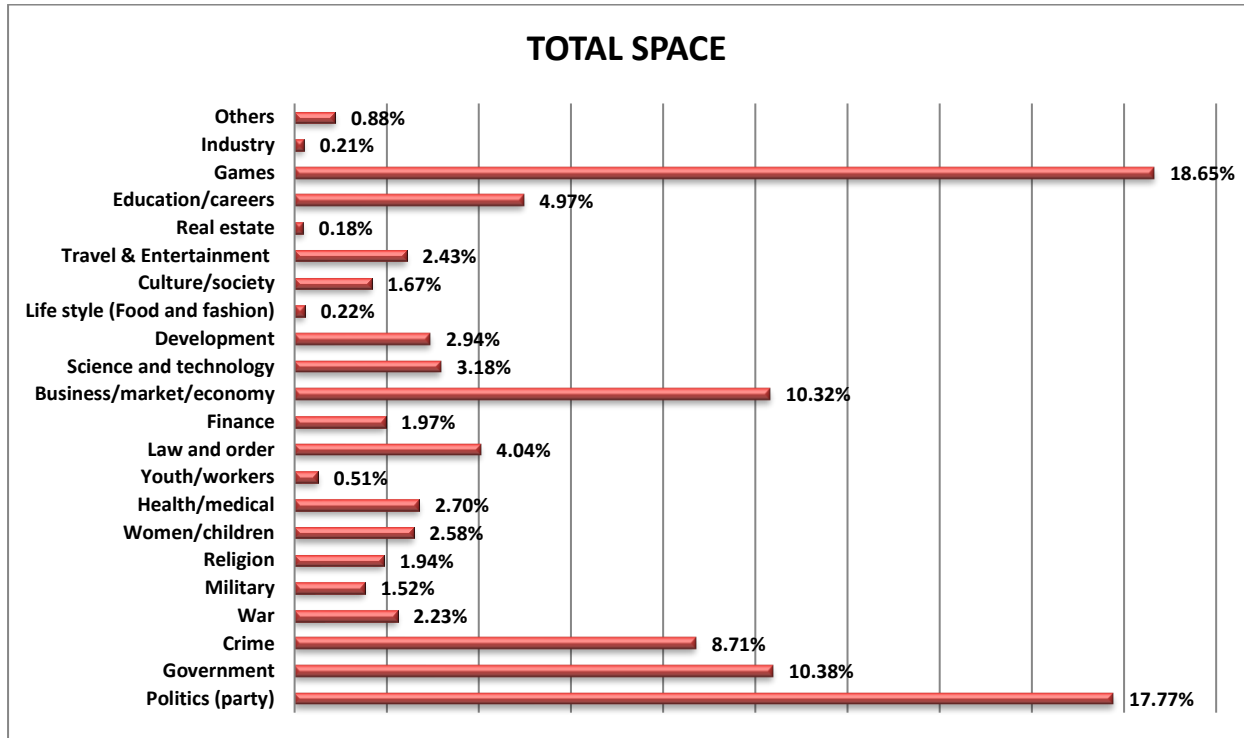


CHART- 2:-Times of India (Total News Space)

The study shows again here that among total 22 category of news items, the highest space is given to news related to games and second highest coverage is for political news. TOI got the second highest coverage of political news after games news. The business/market/economy news items got the third highest number of the space among news items category items. It indicates newspapers the commerce related news gets considerable amount of space.

Hindustan Times (Prominence)

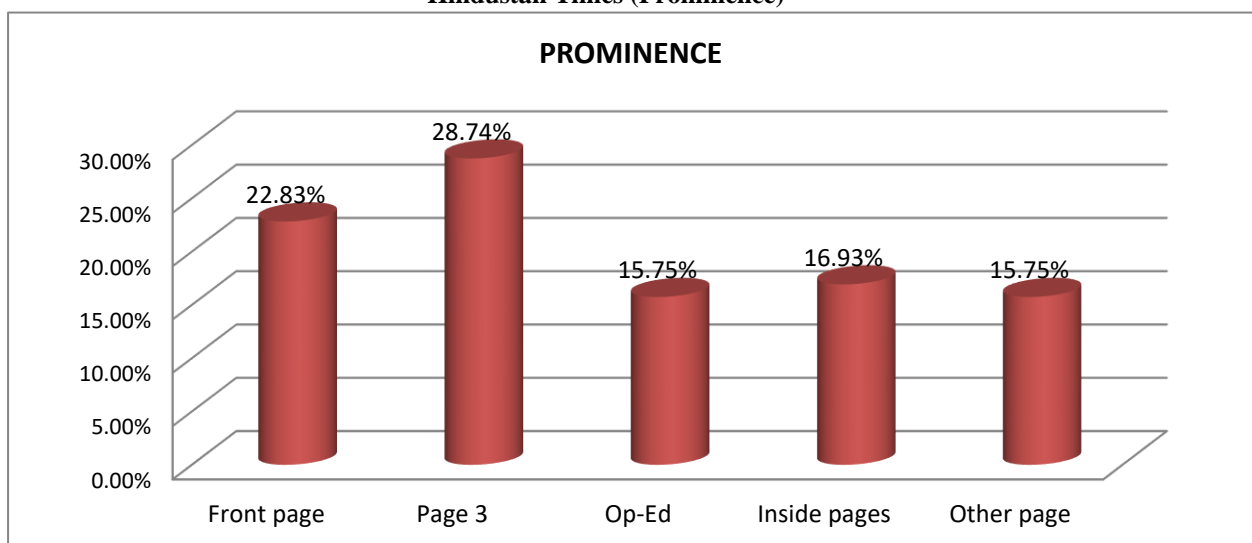


CHART- 3:- Hindustan Times (Prominence)

The chart indicates that the Page 3 got the highest number of news items. Second highest numbers of news items are on the front page. Both of them forms the 50% of news items while other 50% of news item are on Op-Ed, inside pages and other Pages.

Times of India (Prominence)

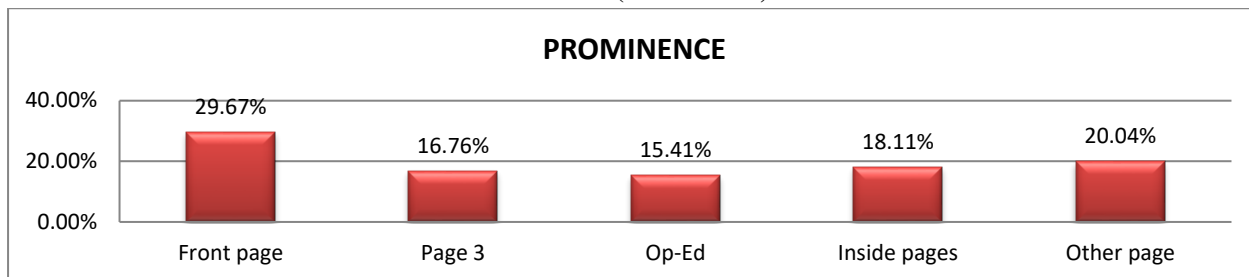


CHART- 4-: Times of India (Prominence)

In TOI, the front page got the highest coverage in count. This is 7% higher than HT. Here page 3 got only 17% of coverage in count. This is much less than HT which is 29% in count and was the highest. Op-Ed got the similar amount of coverage in both the newspapers.

Hindustan Times (Source)

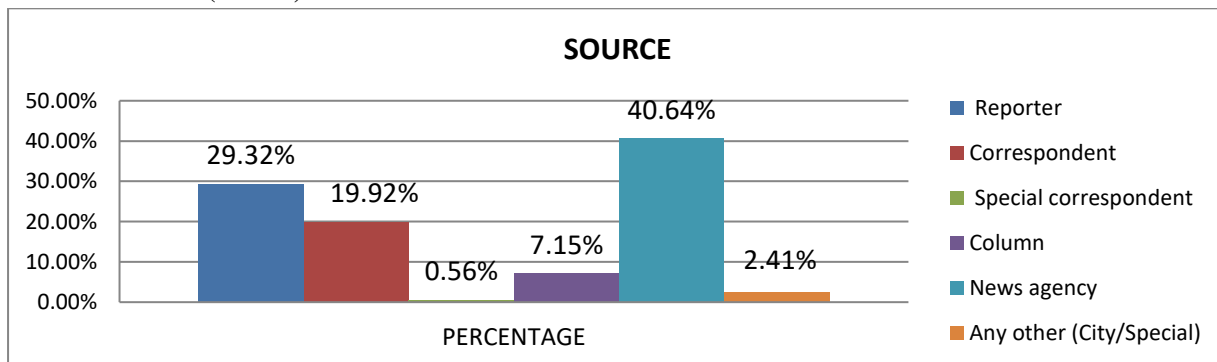


CHART- 5-:Hindustan Times (Source)

The chart shows that the Reporters along with Correspondents and Special Correspondents are the highest sources of news which cover up almost 50% of news items. However 40% of news comes from the News Agencies. 10% of contents come from columnists and other sources.

Times of India (Source)

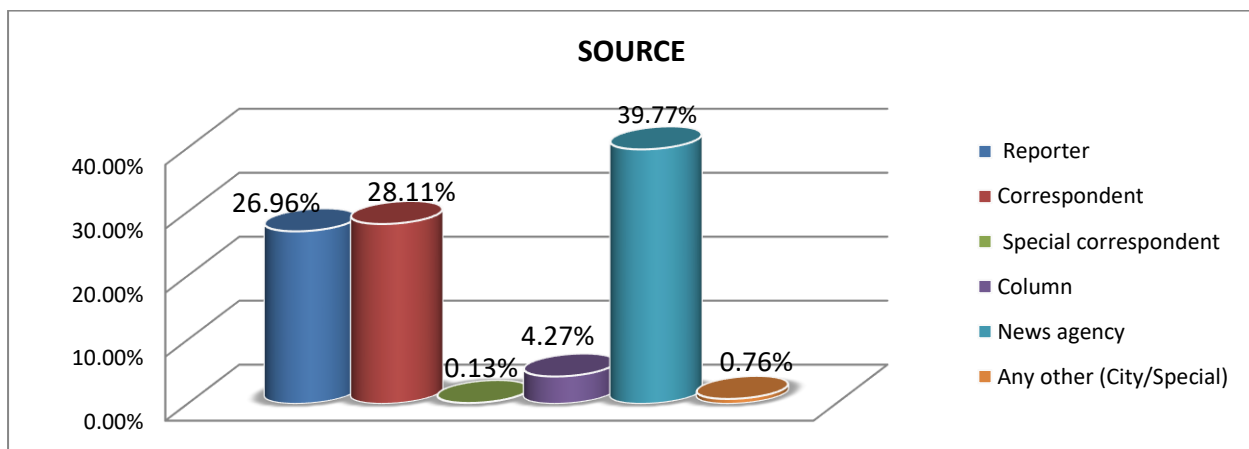


CHART- 6: Times of India (Source)

The study shows high amount of similarity with Hindustan Times. 40% of news comes from the News Agencies. However, Reporters along with Correspondents and Special Correspondents write more than 54% of news items. 5% of contents come from columnists and other sources.

Hindustan Times (Advertisement & News Space Category)

<i>Code</i>	<i>Advertisement Space</i>	<i>Count</i>	<i>Percentage</i>
<i>P1</i>	<i>Full page ads.</i>	24	5.55%
<i>P2</i>	<i>Full Page News</i>	9	2.08%
<i>P3</i>	<i>Three fourth ads. & one fourth news</i>	93	21.52
<i>P4</i>	<i>Two third ads. & one third news</i>	99	22.91
<i>P5</i>	<i>Half page ads. & Half page news</i>	88	20.37
<i>P6</i>	<i>One third page ads. & Two third page news</i>	79	18.28
<i>P7</i>	<i>One fourth page ads. & Three fourth page news</i>	25	5.78
<i>P8</i>	<i>Less than one fourth page ads. & More than three fourth page news</i>	15	3.47
Total		432	100%

TABLE-1 Hindustan Times (Advertisement & News Space Category)

- The above table holds the high importance as it deals with the space of advertisements as well as the space of news items in six months. Among 432 pages of 27 sample copies of six month newspaper of Hindustan Times, the full page advertisements are 24 pages while full page news is only 9 pages. This means the full page advertisements are 5.55% while the percentage of full page news is only 2.08%. This shows that the ratio of full page news is lower than the full page advertisements.
- The number of pages on which Three fourth advertisements and one fourth news is 93 while the number of pages on which one fourth advertisements and three fourth news is only 25. So the percentage of the number of pages on which Three fourth advertisements and one fourth news is 21.52% while the percentage of the number of pages on which one fourth advertisements and three fourth news is 5.78% only. Again the ratio of the number of pages on which Three fourth advertisements and one fourth news is higher to the number of pages on which one fourth advertisements and three fourth news.

Times of India (Advertisement & News Space Category)

<i>Code</i>	<i>Advertisement Space</i>	<i>Count</i>	<i>Percentage</i>
<i>P1</i>	<i>Full page ads.</i>	25	5.78%
<i>P2</i>	<i>Full Page News</i>	6	1.38%
<i>P3</i>	<i>Three fourth ads. & One fourth news</i>	90	20.83
<i>P4</i>	<i>Two third ads. & one third news</i>	109	25.23
<i>P5</i>	<i>Half page ads. & Half page news</i>	92	21.29
<i>P6</i>	<i>One third ads & Two third news</i>	73	16.89
<i>P7</i>	<i>One fourth page adv & Three fourth page news</i>	23	5.32
<i>P8</i>	<i>Less than one fourth page ads. & More than three fourth page news</i>	14	3.24
Total		432	100%

TBLE 2: Times of India (Advertisement & News Space Category)

- The above table holds the high importance as it deals with the space of advertisements as well as the space of news items in six months. Among 432 pages of 27 sample copies of six month newspaper of Times of India, the full page advertisements are 25 pages while full page news is only 6 pages. This means the full page advertisements are 5.78% while the percentage of full page news is only 1.38%. This shows that the ratio of full page news is lower than the full page advertisements.
- The number of pages on which Three fourth advertisements and one fourth news is 90 while the number of pages on which one fourth advertisements and three fourth news is only 23. So the percentage of the number of pages on which Three fourth advertisements and one fourth news is 20.83% while the percentage of the number of pages on which one fourth advertisements and three fourth news is 5.32% only. Again the ratio of the number of pages on which Three fourth advertisements and one fourth news is higher to the number of pages on which one fourth advertisements and three fourth news. The number of pages on which two third advertisements and

one third news is 109 while the number of pages on which one third advertisements and two third news is 73. This indicates the percentage of the number of pages on which two third advertisements and one third news is 25% while the percentage of the number of pages on which one third advertisements and two third news is 16%.

- **Results**

- **Some major findings of the study are given below:-**

- The study shows that the space counted (Col Cm) about the news items in total 22 category indicates that the highest space is given to news related to games and second highest coverage is for political news. So space from games and political news are maximum in both the Hindustan Times and Times of India. Similarly, the business/market/economy also got considerable space in both the newspapers and got the third highest number in news items space. It signifies in both the newspapers the commerce related news gets considerable amount of space.
- The study indicates that the Reporters along with Correspondents and Special Correspondents are the highest sources of news content for Hindustan Times and 54% for Times of India. However almost 40% of news comes from the News Agencies for both the newspapers. 10% of contents come from columnists and other sources for Hindustan Times and 5% of contents for Times of India from the same.
- The study found that the Page 3 got the highest number of news items and Second highest numbers of news items are on the front page in Hindustan Times. Both of them forms the 50% of news items, while other 50% of news item are on OP-Ed, inside pages and other Pages. However, in the Times of India the front page got the highest number of news in count. This is 7% higher than Hindustan Times. Here page 3 got only 17% of coverage in count.
- According to this study, among 432 pages of 27 sample copies of six month of Hindustan Times, the full page advertisements are 5.55% while the percentage of full page news content is only 2.08%. Similarly, in Times of India, the full page advertisements are 5.78%, while the percentage of full page news is only 1.38%. This shows in both the newspaper the ratio of full page news content is lower than the full page advertisements.

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