Traditional Media versus New Media: A Case Study in the Karnataka Urbun and Rural Areas

D.S.Shivarudrappa

M.S., M.Phil
[1,]Research Scholar Department Of Communication
Bangalore University

ABSTRACT: *This study took place across three states in the South North geo-political zone in Karnataka. The study areas were rural, semi-urban and urban communities. Using in-depth interview with the study discovered that new media has greater impact on the old media in the urban towns unlike the semi-urban and rural areas which are just experiencing the Internet. The study arrived at the conclusion that "no newly introduced mode of communication or combination of new modes wholly replace or supplant the new ones."*

OBJECTIVE: *The objective of the study is to reveal the impact of new media on the old traditional media of communication in Karnataka.*

KEY WORDS : *New media, Social media, Treditional media, Communities, Urbun and Rural areas.*

I.   INTRODUCTION

During the last decade, Internet has enabled new phenomena by which the audiences get more involved in news production and distribution, challenging thus the role of media organizations and journalism (Bruns, 2003; Bowman & Willis, 2003, Neuberger, 2008). Terms like 'citizen' and 'participatory' journalism are used to denote these changes. Enabled by technological improvements and by a broad accessibility to content creation technologies as well as to online platforms for content creation, sharing and managing, new forms of citizen and participatory journalism (for example blogs, wikis and social media) have been evolving in recent years. At the same time the amount of new information sources and content, in particular user generated content, has been considerably increasing. These new sources of information together with the growing participation of readers in the new media ecosystem have challenged the role of journalists in the news creation process (Moyo 2009, Newman 2010, 2011). Several researchers have provided ideas and concepts for a new media ecosystem involving intermediary roles of journalists (Bruns, 2003; Bowman & Willis, 2003, Neuberger, 2008). Bruns (2003, 2008a) has suggested that gatewatching will replace traditional gatekeeping journalistic roles (Shoemaker, Eichholz, Kim, & Wrigley, 2001). Given the limited physical space of conventional media (for example in terms of newspaper pages or television airtime) (Bruns 2003), gatekeeping refers to the important role of journalists to select "…whether or not to admit a particular news story to pass through the "gates" of a news medium into the news channel" McQuail (1994, p. 213). On the contrary, Internet and New Media don't have space limitation and have enabled audiences to play an active role in the process of news creation, selection and publishing (Bruns 2003). Users are taking over the role of gatekeeping from media and decide themselves what is newsworthy to them.

They watch various existing first-hand information providers, i.e. gates with the aim to identify important and relevant information (Bruns 2003). This active, and in many cases collaborative participation of users in the news selection and creation process is one essential characteristics of gatewatching (Bruns 2003). Gatewatching is compared to gatekeeping furthermore, less focused on drafting own stories based on summary of input from external sources, but rather on the observation, selection and aggregation of already published material in different form. Bruns has investigated and described the main characteristics of various gatewatching approaches emerging during time on the Internet (Bruns 2003, 2009).These forms of gatewatching differ to the extent to which participation in gatewatching is open to the users of these sites, and the degree to which contributions by individual gatewatchers are distinguished from one another (Bruns 2003, 2009). Recently, media and journalists are challenged by the developments in social media such as Twitter and Facebook (see for example Newman 2011). Compared with earlier forms of user-generated content, social media support and involve user generated information in form of atomized information (for example Twitter tweets or Facebook updates) provided by many users.They have developed to a new gate, which is used by media and users, in particular eyewitnesses for breaking news (Jarvis 2008; Newman 2009, 2011).

However, reporting in social media often lacks a clear storyline which calls for the need to have someone to make sense out of the flow of information, to find the best content and to give credit to the right sources. New social media curation platforms enabling story creation based on social media have thus aroused.Social media curation is based on the basic concept of media curation proposed by Rosembaum (2011) and deals with large corpora of content from diverse sources and connotes the activities of identifying, selecting, verifying, organizing, describing, maintaining, and preserving existing artifacts as well as integrating them into a holistic resource (Rotman, Procita, Hansen, Parr, & Preece, 2011). Given this characteristics, curation of social media has on the first glance similar features as gatewatching: it is open to user participation and it is based on observation and curation or aggregation of content from social media. Even though popular blogs and opinion leaders have pointed out to curation as a major trend in the next few years (for an overview see Liu 2010) and despite of its growing importance, there is little research yet, which concentrates on social media curation. While the investigation of the impact of social media on news creation as a first-hand information source has increasingly been subject of research (see for example Moyo, Newman 2009, 2011), social media curation has not been considered in sufficient manner yet. Given this, the paper at hand provides a contribution to fill this research gap by exploring social media curation under the following perspective:

• What are the main characteristics of social media curation?
• To what extent can social media curation be characterized as gatewatching?
In order to answer the research questions social media curation is explored based on content analysis of resulting curated stories. The analysis indeed reveals that social media curation can be considered as a new form of gatewatching, which is pursued by journalists and users in parallel. However, the extent of gatewatching differs. While the gatewatching for journalists is mainly focused on the first and third stage of the news creation process, the users cover all three stages of the process.

II.   RESEARCH QUESTIONS:
•Do the new media constitute a threat to the survival of traditional media of communication in Karnataka?
•Do the old media in Karnataka possess attributes that could withstand the rampaging effect of new media?
•In this era of globalization, what does the future hold for the old media in Karnataka?

III.   EMPIRICAL REVIEW
Another transition is taking place in the realm of communication across all the media typologies i.e. print, broadcast and cinematography. In the context of Dizard, Jr. (1997, p. 4), what is happening across the world at the moment is that "the media industries are going through a transitional period in which old technologies are being adapted to new tastes. The most interesting example of this is the Internet, which relies on old-fashioned telephone circuits and ordinary computer modems.Assessing the impact of the internet after two decades of its emergence. The emergence of new media technologies over the past 20 years has dramatically changed the media environment that many of us have been familiar with adding that the internet has changed the way in which most of us work and live.However, Aldridge (2007, p. 161) says, "local media may lack glamour, but their importance is beyond doubt." In rural Nigeria, as this study reveals most people, most of the time, had their everyday information needs met by the traditional media.The three approaches have dominated communications and development since the 1950s. The first approach is to view communication and development within the context of a cause-effect relationship while the second approach deals primarily with what might be called cost-benefit analysis or utilitarianism. The third approach deals with infrastructural analysis. However revealed "the expression 'new media' has been in use since the 1960s and encompasses an expanding and diversifying set of applied communication technologies". Burton (2010, p.37), quoting McQuail (2000) identified four main characteristics of 'new media', namely: Interpersonal communication media i.e. email, Interactive play media, example is computer games, Information search media, i.e Net search engines, Participatory media, such as Net chat rooms.Features of the new media such as those listed above in the context of Alexander Hanson (2005, p. 166) points to the fact that the coming on board of new media is a development that instigated a populist political movement where citizens have great access to the political world than ever before.Strength of the traditional media lies in the fact that they are accessible, reliable, and culturally rooted as there is nothing like negative portrayal of the people.The study adopted the Uses and Gratification Theory of the media. Severin and Tankard Jr. (2001, p. 293-295) note that the theory was first used in an article anchored by Elihu Katz (1959) where it debunked the claim by Bernard Berelson (1959) that the field of communication research was dead. He observed that most communication research up to that time was geared at probing "What do media do to people? Katz therefore suggested attention should shift to "What do people do with the media?" The uses and gratifications approach therefore shifted focus from the purposes of the communicator to the purposes of the receiver. This approach, according to Blake and Haroldsen (1975, p. 131) contends "the interaction of people with the media can most often be explained by the uses to which they put the media content and/or the gratification which they receive." The survival of the traditional media in spite of the glamour

of the new media is as a result of its various uses by the broad spectrum of the society. For example, in spite of availability of radio and TV, town criers are still being used to disseminate information, just as folktale wax strong especially at this critical period when youths are being recruited into the dreaded Boko Haram sect. Earlier observed that India groped in darkness for four decades as a result of government failure to accord communication any serious priority. He noted however, that things changed in 2001 following government deregulation of the telecommunication sub-sector which paved the way for the entrance of operators of mobile phones otherwise called Global System of Mobile Communication (GSM) in Karnataka. The GSM, today in India provides the platform for the easiest, most convenient, cheapest and prompt dissemination of information onminute-by-minute basis either through the bulk Short Message Service (SMS), text messages, internet browsing besides its main purpose, phone calls.This updated study was carried out between the month of September and December 2013. The first study was conducted between the months of June-December 2012, barely a year after the operations of the GSM in the country. At that time, only the urban communities covered by this study in Karnataka state were enjoying about 40% of the accruable benefits from mobile phones because Blackberry and other smart phones through which people could listen to radio, snap pictures, record conversation, and above all enjoy internet browsing were not available. The semi-urban community of Karnataka state then enjoyed skeletal services of the GSM while it was not available at rural community of Karnataka state.Against this background, the 2013 study assessed the situation after 10 years of GSM's operations in Karnataka.The study adopted in-depth interview method. According to Wimmer & Dominick (2006, p. 135) "Intensive interviews, or in-depth interviews are essentially a hybrid of the one-on-one interview approach." The method is the most effective when dealing with a small number of respondents.

IV.   URBAN COMMUNITIES SEMI-URBAN COMMUNITY RURAL COMMUNITY

MOBILE PHONE: The three communities of Stundent, Eployees and Marchents in Bangalore Urban now fully enjoyed mobile phone services including internet browsing, on-line readership of newspapers, radio listenership, receiving bulk SMS from others. They however complain about poor connectivity and network. Abhay said he uses the medium very effectively to share urgent information with his subjects. The Abyudaya uses a combination of Kannada, English and Hindi in putting information across to his subjects.Abhaya however disagree that the GSM could constitute any threat to traditional media of communication At   Basavaraju,   a similar finding was discovered. However, Adil said he uses Kannada language more often whenever he has information to put across to his subjects. He, however, said his subjects complained about high tariff charged by the service providers as well as epileptic power supply to regularly charge their handsets. The Somes said the GSM does not pose any threat to the old media of communication.   Shankar, Narayana equally   alluded to the warm embrace of his people when the GSM arrived. He, however, said it does not constitute any threat to all the exiting traditional media of communication, which existed prior to the arrival of the GSM.   II

INTERNET: Dominick (2000, p. 279) observes that the mid-2000s witnessed the development of "easy-to-use software programs that made it simple to upload content to the internet." This in turn encouraged the growth of blogs, social networking sites, as well as video-sharing sites. The youths in Girish, Sharat and Kumar, according to Girish are enlivened by the emergence of social media, especially, facebook and twitter. The Shrat says hardly could there be any youth in his domain that is not on facebook. He says further that the internet also provides jobs for hundreds of people in his domain who operate cyber cafes. In spite of the popularity of social media amongst the youths in the area, the Girish said the internet does not constitute a threat to old media in the communities.   The internet services are also being enjoyed fully by residents of Ramanagara. Suresh confirmed that it provides jobs for some people who operate cyber cafes. He, however, said epileptic power supply has also frustrated many of the cyber café operators. "There may be no power supply for three or four weeks, and petrol is very expensive, beside the fact that many of the cyber café operators cannot afford the prohibitive price of generating plant." Suresh also said the internet does not constitute any threat to traditional media in the community   Residents of Kanakapura community lately began to enjoy internet services due to the collapse of Indian Telecommunications Plc in the community, coupled with late arrival of service providers. Nagaraju said even though his subjects are just coming into contacts with the internet, he warned that a recent incident in Mangalore University, in which a female undergraduate was dated on the internet through facebook and later killed in Mangalore will encourage any campaign against a wholesome approval of social media.

FOLKTALE: This is not popular in the three communities. Rather, 'soap opera', cartoons and kiddies programme on TV were discovered to have replaced folktale or bedtime stories whose goal is for parents to use it in training their children on morals. Folktale is very popular and generally embraced by the community. It was learnt through Rajesh that the metropolitan nature of Mysore, coupled with urban stress was the reasons while folktale is no longer popular in Mysore. Deliberate efforts by the community have strengthened the relevance of folktale in the day-to-day life of the people. Nagaraja says "it is used to teach morals and check abuses."

TOWNCRIER: Raichur town criers exist in the communities due to their metropolitan nature. Town criers are used to disseminate timely information. Town criers are still in active use in the community for the same purpose, in spite of availability of radio & TV Town crier in Gadag played the role of modern radio announcer. Nadakumar says news from the town crier is more authentic than any story on radio & TV.

MASQUERADE: Apart from playing the role of entertainment, Chendrashekar said it is also used in communicating the Kumar message to every clan in the communities. Furthermore, it is used to settle rift, curb violence and quarrelling over a piece of land. Kalmesh said the mythology of the masquerades is firmly rooted in the Hindu culture and this explains why it is seen as part and parcel of the daily life of any North Karnataka community. He further says no drama on TV provides more fun, entertainment and relaxation than the masquerades. Masquerades serve same purpose in this community. An additional role here is that they come out when an old man or woman dies. Somashekar says "when people see the masquerade, they quickly decode the message that something has happened."

RECAPITULATION AND CONCLUSION: The study evaluated the impact of new media on traditional media of communication in Karnataka. The study discovered that while residents of the surveyed communities hadthe irresistible impact of the new media, the impact has however not reached the level of eliminating traditional media. Earlier, the study put forward three research questions: first, we asked if new media constitute a threat to the survival of traditional media of communication. Going by the findings from the study, it was discovered from the urban communities that the answer is in affirmative while in the semi-urban and rural, it's in the negative. Second, we also asked if the old media possess attributes that could withstand the rampaging effect of the new media. The answer is also in affirmative. The traditional media are culturally rooted. As such, they are part and parcel of the daily life of the people. Third, weasked what does the future hold for old media in Karnataka in this era of globalization. The study discovered that unless concerted efforts are made to checkthe rampaging effect of globalization, what happened in the urban communities in this study concerning folktale could be witnessed in the other communities in future.

RECOMMENDATIONS: The various socializing agents in the studied communities should be strengthened in a bid to curb the effects of the new media on traditional media in Karnataka. •Urgent steps must be taken by government to also curb a new trend in which criminals now use social media to trail people for assassination. •The TRAI should also address mobiles phone users' complaint over dubious charges and inter-connectivity problem which rob them of excellent service. •Government should also compel Power Holding of Karnataka to once and for all find a lasting solution to the problem of erratic power supply.

REFERENCES

[1] Blake, Reed H. & Haroldsen, Edwin O. (1975). **A Taxonomy of Concepts in Communication.** New York: Hastings House Publishers.
[2] Burton, Graeme (2010). **Media and Society, Critical Perspective** Berkshire, England: Open University
[3] Press.Dizard, Jr. Wilson (1997). **Old Media New Media, Mass Communication in the Information Age** New York: Longman Inc.
[4] Dominick, Joseph R. (2009). **The Dynamics of Mass Communication Media in the Digital Age** (10th ed.) Boston: McGraw Hill.
[5] McQuail, Denis (2010). **Media and Society.** England: Open University press.
[6] Mowlana, Hamid (1997). **Global Information and World Communication.** London: SAGE publication.
[7] Popoola, I.S. (2003). **GSM as a tool for news reporting in Nigeria.** Lagos: Corporate lifters international.
[8] Severin, Werner J. & Tankard, James W. (2001) **Communication Theories: Origins, Methods and uses in the media** New York: Addison Wesley Longman Inc.
[9] Wigston, David (2009). "Quantitative Content Analysis" in **Media Studies** vol. 3 Pieter J. Fourie (ed.) Cape Town: JUTA co Ltd.
[10] Wilson, Des (1988). "Towards integrating traditional and modern communication system" in **Contemporary Issues in Mass Media for Development and National Security.** R. A. Akinfeleye (ed.) Lagos: Unimedia publications Ltd.
[11] Wimmer, Roger D. & Dominick, Joseph R. (2006) **Mass Media Research, An Introduction.** Boston, MA: WADSWORTH Cengage Learning.