

EXPLORING THE SOCIOLOGICAL IMPACT OF ELECTRONIC NEWS MEDIA ON SOCIETY IN KARNATAKA

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ABSTRACT

In today's globalized world, the study of electronic news media holds significant importance due to its profound impact on society. Since the onset of liberalization in India during the 1990s, the functions of electronic news media have evolved in response to globalization and post-modernization. This study focuses on the Kannada language news channels in Karnataka, examining both their functional and dysfunctional aspects. Over time, these channels have exhibited increasing dysfunctionality. To address this, the research evaluates key theoretical perspectives and existing literature on electronic news media. A survey was conducted with 500 residents from both urban and rural areas of Bangalore, Karnataka. Additionally, the study employed observation and interviews with news channel reporters, their peers, and administrative staff. The findings reveal a notable rise in dysfunctionality within Kannada language news channels. The study dedicates significant attention to analyzing current trends in electronic news media in Karnataka, profiling major Kannada news channels, and exploring relevant sociological concepts related to media.

KEYWORDS: *Electronic News, Media, Society, Globalization, Post-Modernization, Karnataka*

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