



A study on Paradigm shifts in News Channels with special reference to Audio-Visual Media

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Abstract: *India has witnessed a proliferation of news channels. A major paradigm shift in the news channels for the audio visual media is very much evident. We are living in a world which is marked by dynamism. It has resulted in the development of news which affects the different facets of our lives. The audio-visual media is the most happening media today as it offers a deadly combination of sights, sound and movement. The changing media has brought locally and globally certain challenges and opportunities. The news is instantly available to everyone at all times of the day & night and the presentation has also undergone a drastic change.*

Moreover the news is constantly updated. In this age of information technology, sources of news gathering and reporting have undergone a dramatic paradigm shift as well.

Keywords : *Paradigm shift, Media, News.*

Introduction :

We are living in a world which is marked by dynamism. It results in the development of news which affects different facets of our lives. The audio-visual media is the most happening media today as it's a deadly combination of sight, sound and movement (Reddi Narasimha C.V., 2014). Television has the strongest emotional impact of all the media. Its sound and sight power makes programmes more close to the viewers and influence better than radio or press (Chunnawalla S.A. and Sethia K.C. (2006)). Television brings us images from far and wide. Television is also called as a magic carpet. Therefore, the news in audio-visual media has the most impact over the viewers.

The study is a systematic enquiry regarding how the presentation of news has undergone change over the years. The news channels which thrive on the TRP go all out to carry on with all sorts of initiatives to survive, sustain and succeed. The study therefore is an analysis regarding what paradigm shifts have occurred in the news industry with special reference to the audio-visual media.

Objectives:

The different objectives of the study are as follows:

1. To find out the most popular news content among the viewers.

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