

Electronic Media

- The most favoured medium of communication in Odisha

Gouri Mohanty

Dept. Of Business Administration, Utkal University

Under the guidance of Dr. Muna Kalyani, Reader, MBA, Utkal University

Introduction

Electronic Media that is Television started in India in the year 1959 as a part of All India Radio when it was formally commissioned on 15th Sept as an experimental service. Its aim was to promote social education and general awareness. When Mrs. Indira Gandhi was in charge of the Information and Broadcasting Ministry then television was commissioned as a regular daily service from 15th August 1965. Now Doordarshan is beamed to almost three fourth of the country's population. On 1st of August, 1975 a Satellite Instructional Television Experiment (SITE) with the help of an American Satellite was launched for a period of one year when in six states of 2400 villages- Orissa, Bihar, Rajasthan, Madhya Pradesh, Andhra Pradesh and Karnataka were exposed to area specific programmes beamed with the help of the satellite. It was universally lauded as the experiment was successful.

Like wise in Odisha Television made a launch in 1970s with Doordarshan. Doordarshan was entered into Odisha through the Satellite Instructional Television Experiment (SITE)1 conducted in 1975-76, the first experiment with satellite technology in India. It was also the first attempt where districts of Dhenkanal, Sambalpur, and Phulbani. Odiya contents were produced for social educational. The new channels came up and started with news and entertainment programme which added the viewers. Within a very short span electronic media became the most important media vehicle for advertisers in Odisha. Gradually numbers were added to the existing list of channels and advertisers choose electronic media as a medium of communication than print. Within a very short span of time there are so many additions of electronic media channels are added. So advertisers got many of the options to select among different medium of vehicles and budget is also segregated accordingly.

Table 1

Channels visible in Odisha

Entertainment Channels

1. DD Odiya (State owned)
2. Zee Sarthak Tv
3. Taranga TV
4. Colours Odia

News and Current Affairs

1. OTV
2. Prameya News
3. Kanak News
4. Kalinga News
5. News World Odisha
6. TV 18 News

7. MBC News
8. Kalinga News
9. Naxatra News
10. Kamayab TV

Music and Movies Channels

1. Tarang Music
2. Alankar

Devotional Channel

1. Prathana

Moreover advertisers could see the benefits of Advertising on TV by incorporating audio and visual materials . Ads that capture the attention of the audience can start consumers talking, effectively reaffirming the advertising message. In addition, the cable advertising allows to reach very specific target group at a lower cost. The major benefit got by advertisers through electronic campaign are as follows

3.1 Reach

One of the benefits of TV advertising is its reach to large audience and the message is communicated to a greater area of viewers. TV ads work well to attract attention and create awareness and establish preference for products and services, says Lin Gensing-Pophal, author of "Marketing With the End in Mind." Because of the broad audience they target--particularly through major TV networks--TV ads tend to provide general, rather than very specific, messages.

3.2 Multi-Sensory Appeal

Due to the combination of text, images, sound and motion TV has always been able to appeal to multiple senses. While the development of effective TV spots require significant planning and the use of experienced, and often expensive, production experts, the value can be significant as well. Many advertisers opt for TV as a medium of communication for its multi-sensory appeal.

3.3 Convenient and Flexible

Its a convenient and flexible advertising medium, owing to its widespread popularity and the easiest method to reach millions of viewers internationally and nationally. Television advertising allows advertisers the flexibility to use various approaches and different combinations of audio, video to make ads emotional and memorable, depending on the product or service or the target group.

3.4 Strong Impact

As Television advertising uses audio and visual effects both it creates lasting impacts. We still remember Nirma ad today for its emotion and catchy words and visuals.

3.5 Mass Coverage

Television reaches to the mass in the most effective manner. In a go it reaches to a major mass population even when the persons are illiterate. Through audio and visual they understand the message. Advertising on television offers the chance to reach mass audiences because watching TV is the nation's most desired leisure activity.

3.6 Targeted Audience

Advertisers always tend to get the optimum use of their budget by reaching out to their target audience. The advertisement spots are taken on the programmes where the target viewers are there. Suppose the advertiser wants a particular age group or gender like female 15+ they can select daily soaps for their advertisements. So the target group is reached by the tv ads.

3.7 Sophistication

TV has the advantage of sophistication ahead of any other medium. Catches the mass. For example taking up celebrities in ad making helps to increase the standard of the advertisement. The location the camera the visuals it touches the impulses of the viewers and makes it a sophisticated tool for reaching customers unlike the sedentary print media.