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## Role of Electronic Media on Perception Building

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### ABSTRACT

*Technology and electronic media have revolutionized the way we live, work, and communicate. Electronic media, which includes television, radio, internet, social media, and mobile devices, has transformed the way we access and share information. Electronic media refers to the various forms of communication that use electronic devices to transmit and receive information. This includes television, radio, computers, smartphones, and other digital technologies. Electronic media has revolutionized the way we access and share information, enabling rapid global communication and connectivity. The present research study has the main objective of examining the exposure of the people to the different forms of Electronic Media in Karnataka State. In order to meet out the objectives, the researcher has selected the sample of 500 respondents from four divisions of Karnataka State (Bangalore, Belagaum, Gulbarga and Mysore) based on the Stratified Random Sampling Method. The major finding of the study is that the majority of the respondents (47.60 per cent) listen to radio regularly. Regular listening to radio is high among urban people, males, people in the age group of 30-39 years and people with high SES. 74.4 per cent of respondents watch television regularly where 22.4 per cent do not watch regularly and only 3.2 per cent do not watch at all. The regularity of watching television is high among all the segments of people. number of respondents watch movies in theatres regularly (37.4 per cent) and not regularly (37.2 per cent). Watching movies in theatres is high among urban people, males, people in the age group of 20-29 years and people with low SES which is against the exposure to television. As special skill and knowledge is required to use internet, only 23.4 per cent of respondents are found using internet regularly whereas majority (61.6 per cent) do not use. Like the use of recordings, the use of internet is also high among urban people, males, people in the age group of 20-29 years and people with high SES.*

**Keywords:** Electronic, Digital, Technology, Media

**1. INTRODUCTION:** Technology and electronic media have revolutionized the way we live, work, and communicate. Electronic media, which includes television, radio, internet, social media, and mobile devices, has transformed the way we access and share information. Electronic media refers to the various forms of communication that use electronic devices to transmit and receive information. This includes television, radio, computers, smartphones, and other digital technologies. Electronic media has revolutionized the way we access and share information, enabling rapid global communication and connectivity. Television and radio broadcast news, entertainment, and educational programs to a wide audience, while computers and smartphones enable personalized access to information and communication through the internet. Social media platforms, email, and messaging apps have transformed the way we interact with each other and share our experiences. Electronic media has also enabled new forms of creative expression, such as digital art, music, and video production. However, it also raises concerns about privacy, security, and the impact on traditional forms of communication and social interaction. Overall, electronic media has transformed modern life, enabling unprecedented levels of connectivity, access to information, and creative expression.

**2. OBJECTIVES AND RESEARCH METHODOLOGY:** The present research study has the main objective of examining the exposure of the people to the different forms of Electronic Media in Karnataka State. In order to meet out the objectives, the researcher has selected the sample of 500 respondents from four divisions of Karnataka State (Bangalore, Belagaum, Gulburga and Mysore) based on the Stratified Random Sampling Method. The primary data was collected through the schedules whereas the secondary data was collected from the library sources. The information so collected were analysed through the simple statistical methods and presented in the form of tables and figures.

**3. FORMS OF ELECTRONIC MEDIA:** The electronic media, by its speed of electricity, can reach every corner of the world in a fraction of a second. Electronic media is a powerful media that addresses all segments of the population including illiterate adults and preliterate children who are away from print media. The major forms of electronic media include radio, television, recordings, movies and internet. In the present study, the information has been collected from the respondents about using these media irrespective of language, interest and purpose of exposure.

**4. ANALYSIS AND INTERPRETATION:** In the present study, an attempt has been made to know the nature exposure to the different forms of Electronic Media For this purpose, respondents were asked whether they have exposed to radio, television and recordings at least once in a week and whether they watch movies in theatre and use internet at least once a month. Respondents who said 'Yes' are grouped as 'regular users' and those who said 'No' are grouped as 'not regular users'. The exposing behaviour of people towards various electronic media in four divisions is presented in the Table - 1.

**Table - 1: Division-wise exposure to electronic media**

Media Exposure	Total	Of which			
		Bangalore	Belgaum	Gulbarga	Mysore
<b>Radio</b>					
Regular	238 (47.6)	99 (41.60)	61 (25.63)	29 (12.18)	49 (20.59)
Not Regular	126 (25.20)	40 (31.75)	22 (17.46)	33 (26.19)	31 (24.60)
Not Listening	136 (27.20)	36 (26.47)	40 (29.41)	28 (20.59)	32 (23.53)
<b>Television</b>					
Regular	372 (74.70)	130 (34.95)	87 (23.39)	68 (18.28)	87 (23.39)
Not Regular	112 (22.40)	38 (33.93)	32 (28.57)	21 (18.75)	21 (18.75)
Not Watching	16 (3.20)	7 (43.75)	4 (25.00)	1 (6.25)	4 (25.00)
<b>Recordings</b>					
Regular	149 (29.80)	69 (46.31)	36 (24.16)	9 (6.04)	35 (23.49)
Not Regular	105 (21.00)	44 (41.90)	26 (24.76)	15 (14.29)	20 (19.05)
Not Using	246 (49.20)	62 (25.20)	61 (24.80)	66 (26.83)	57 (23.17)
<b>Movies</b>					
Regular	187 (37.40)	82 (43.85)	48 (25.67)	28 (14.97)	29 (15.51)
Not Regular	186 (37.2)	71 (38.17)	36 (19.35)	37 (19.89)	42 (22.58)
Not Watching	127 (25.40)	22 (17.32)	39 (30.71)	25 (19.69)	41 (32.28)
<b>Internet</b>					
Regular	117 (23.40)	78 (66.67)	29 (24.79)	4 (3.42)	6 (5.13)
Not Regular	75 (15.00)	34 (45.33)	19 (25.33)	3 (4.00)	19 (25.33)
Not Using	308 (61.60)	63 (20.45)	75 (24.35)	83 (26.95)	87 (28.25)
<b>Total</b>	<b>500</b> <b>(100.00)</b>	<b>175</b> <b>(35.00)</b>	<b>123</b> <b>(24.60)</b>	<b>90</b> <b>(18.00)</b>	<b>112</b> <b>(22.40)</b>

Source: Field Survey

Note: Figures in parentheses represent percentage

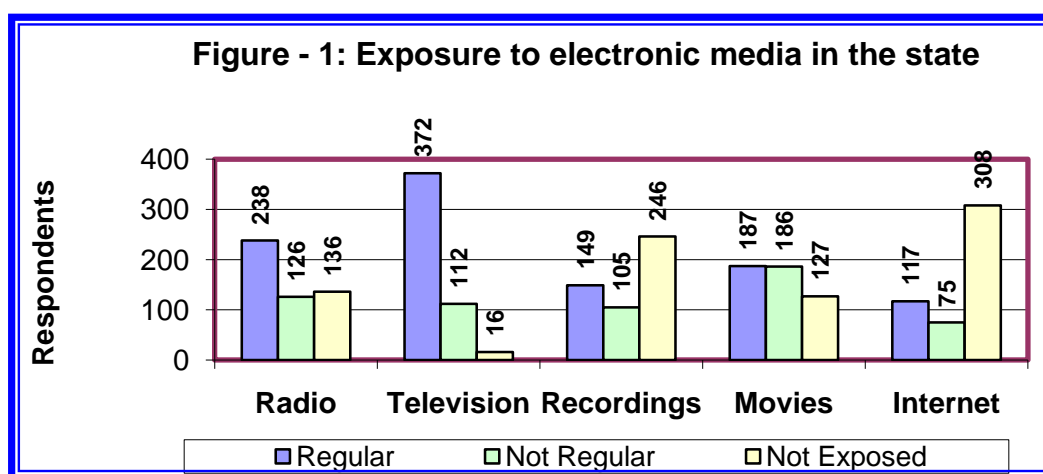


Table - 1 depicts that 47.6 per cent of the respondents regularly listen to radio, of which Bangalore division has the highest representation (41.60 per cent) whereas Gulbarga (12.18 per cent) has the least. It is significant to state that 27.20 per cent of the respondents do not listen to radio at all. Of them the highest numbers of respondents are from Belgaum division (29.41 per cent). Watching television is popular among people where 372 respondents representing 74.70 per cent watch television regularly and only 3.20 per cent of people do not watch television at all. The rest of the respondents (22.40 per cent) watch television but not regular. The use of recordings is not common a practice among people where 49.20 per cent of people are not using. Of the total respondents who use recordings regularly, 46.31 per cent of respondents are from Bangalore division, 24.16 per cent are from Belgaum, 23.49 per cent are from Mysore and only 6.04 per cent are from Gulbarga.

The respondents who watch movies in theatres regularly and not regularly are almost equal in number by representing 37 per cent. Of the total respondents who watch movies in theatre, at least once in a month, 43.85 per cent respondents represent Bangalore, where 25.67 per cent represent Belgaum, 14.97 per cent Gulbarga and 15.51 per cent Mysore. 25.40 per cent of respondents do not watch movies at all in theatre. Of them the maximum numbers of respondents fall in Mysore division. As the use of internet is a new trend and require a special skill and knowledge, majority of the respondents representing 61.60 per cent opined that they have never used internet. It is significant to note that the regular users of internet (23.40 per cent) are more than not regular users (15 per cent). Of the total regular users, majority of the respondents representing 66.67 per cent are from Bangalore division whereas only 3.42 per cent representation is from Gulbarga division.

In the following paragraphs, the exposing behaviour of people towards electronic media, including radio, television, recordings, movies and internet, based on socio-economic characteristics is analysed.

**4.1: Listening to Radio:** Radio is the medium that has shown considerable resurgence. In 2006, its reach has increased from 23 per cent to 27 per cent of the population who listen to any station in the average week. The radio FM has driven this explosion in reach from 76 million individuals listening in an average week in 2005 to as many as 119 million individuals in 2006. It is an increase of 55 per cent over the last year. In the present study, irrespective of the programme, station and time spent for listening, an attempt has been made to know the exposing behaviour of people towards radio. Accordingly, the results are presented in the following table.

**Table – 2: Listening to radio by various characteristics**

Characteristics	Listening		Not Listening	Total	
	Regular	Not Regular			
<b>Locality</b>	Rural	96 (42.48)	61 (26.99)	69 (30.53)	226 (100.00)
	Urban	142 (51.82)	65 (23.72)	67 (24.45)	274 (100.00)
<b>Sex</b>	Male	196 (49.00)	98 (24.50)	106 (26.50)	400 (100.00)
	Female	42 (42.00)	28 (28.00)	30 (30.00)	100 (100.00)
<b>Age Group</b>	20-29	108 (50.47)	47 (21.96)	59 (27.57)	214 (100.00)
	30-39	59 (50.86)	28 (24.14)	29 (25.00)	116 (100.00)
	40-49	49 (45.37)	32 (29.63)	27 (25.00)	108 (100.00)
	50+	22 (35.48)	19 (30.65)	21 (33.87)	62 (100.00)
	<b>SES</b>	Low	36 (37.11)	32 (32.99)	29 (29.90)
	Medium	113 (47.08)	58 (24.17)	69 (28.75)	240 (100.00)
	High	89 (54.60)	36 (22.09)	38 (23.31)	163 (100.00)
<b>Total</b>		<b>238</b> <b>(47.60)</b>	<b>126</b> <b>(25.20)</b>	<b>136</b> <b>(27.20)</b>	<b>500</b> <b>(100.00)</b>

*Source: Field Survey*

*Note: Figures in parentheses represent percentage*

It is evident from the Table – 2 that the regular listening to the radio is high among urban people (51.82 per cent) and males (49.00 per cent). People in the age group of 20-29 years (50.47 per cent) and 30-39 years (50.86 per cent) almost equally represent a high in regular listening to the radio. Similarly, people with high SES (54.6 per cent) are high in the category to listen to radio regularly. In contrast, 30.53 per cent of rural people, 30.00 per cent of females, 33.87 per cent of people in the age group of 50 years and above and 29.90 per cent people with low SES are recorded a high in ‘not listening’ category.

**4.2: Watching Television:** The habit of watching television has been increasing in India in the recent times. In 2006, satellite TV has grown considerably in reach where 230 million individuals watching in an average week against 207 millions in 2005. The southern states such as Tamil Nadu, Karnataka and Andhra Pradesh dominate the market with TV reach of 76.2 per cent, 76.2 per cent and 78 per cent respectively. The states also have high penetration of Cable and Satellite by showing 60 per cent, 53 per cent and 59 per cent respectively. In the present study, irrespective of the programmes, station and time spent for watching television, information has been collected on the TV watch habits. The results are presented in Table - 3 accordingly.

**Table – 3: Watching television by various characteristics**

Characteristics	Watching		Not Watching	Total	
	Regular	Not regular			
<b>Locality</b>	Rural	174 (76.99)	45 (19.91)	7 (3.10)	226 (100.00)
	Urban	198 (72.26)	67 (24.45)	9 (3.28)	274 (100.00)
<b>Sex</b>	Male	293 (73.25)	92 (23.00)	15 (3.75)	400 (100.00)
	Female	79 (79.00)	20 (20.00)	1 (1.00)	100 (100.00)
<b>Age Group</b>	20-29	151 (70.56)	54 (25.23)	9 (4.21)	214 (100.00)
	30-39	94 (81.03)	18 (15.52)	4 (3.45)	116 (100.00)
	40-49	82 (75.93)	24 (22.22)	2 (1.85)	108 (100.00)
	50+	45 (72.58)	16 (25.81)	1 (1.61)	62 (100.00)
	<b>SES</b>	Low	61 (62.89)	31 (31.96)	5 (5.15)
	Medium	170 (70.83)	61 (25.42)	9 (3.75)	240 (100.00)
	High	141 (86.50)	20 (12.27)	2 (1.23)	163 (100.00)
<b>Total</b>		<b>372</b> <b>(74.40)</b>	<b>112</b> <b>(22.40)</b>	<b>16</b> <b>(3.20)</b>	<b>500</b> <b>(100.00)</b>

*Source: Field Survey*

*Note: Figures in parentheses represent percentage*

It is clear from the above table that watching television regularly is high among females and rural people that represents 79 per cent and 76.99 per cent respectively in contrast to the radio listening. People in the age group of 30-39 years (81.03 per cent) and

people with high SES (86.5 per cent) are reported as high in watching television regularly as they listen to the radio.

**4.3: Use of Recordings:** The exposing behaviour of people towards various recording materials like cassettes, DVDs and CDs has been depicted in the following table.

**Table – 4: Use of recordings by various characteristics**

Characteristics	Using		Not Using	Total	
	Regular	Not regular			
Locality	Rural	54 (23.89)	43 (19.03)	129 (57.08)	226 (100.00)
	Urban	95 (34.67)	62 (22.63)	117 (42.70)	274 (100.00)
Sex	Male	135 (33.75)	75 (18.75)	190 (47.50)	400 (100.00)
	Female	14 (14.00)	30 (30.00)	56 (56.00)	100 (100.00)
Age Group	20-29	87 (40.65)	49 (22.90)	78 (36.45)	214 (100.00)
	30-39	29 (25.00)	27 (23.28)	60 (51.72)	116 (100.00)
	40-49	27 (25.00)	17 (15.74)	64 (59.26)	108 (100.00)
	50+	6 (9.68)	12 (19.35)	44 (70.97)	62 (100.00)
SES	Low	11 (11.34)	8 (8.25)	78 (80.41)	97 (100.00)
	Medium	69 (28.75)	68 (28.33)	103 (42.92)	240 (100.00)
	High	69 (42.33)	29 (17.79)	65 (39.88)	163 (100.00)
<b>Total</b>		<b>149</b> <b>(29.80)</b>	<b>105</b> <b>(21.00)</b>	<b>246</b> <b>(49.20)</b>	<b>500</b> <b>(100.00)</b>

*Source: Field Survey*

*Note: Figures in parentheses represent percentage*

As the above table exhibits, ‘regular use’ of recordings is high among urban people (34.67 per cent), males (33.75 per cent), people in the age group of 20-29 years (40.65 per cent) and people with high SES (42.33 per cent). However, the group of people who do not use recordings is high among all the segments except in the age group of 20-29 years and high SES.

**4.4: Watching Movies in Theatre:** Cinema watching has declined sharply from 51 million individuals going regularly to the movies (at least once in a month) to 39 million in 2006. However, the cinema watching in urban has found a marginal increase from 23 million regular theatre-goers in 2005 to 25 million in 2006. In the present study, the exposing behaviour of people to the movies in theatres is shown in the Table - 5.

**Table – 5: Watching movies in theatre by various characteristics**

Characteristics	Viewing		Not Viewing	Total	
	Regular	Not regular			
<b>Locality</b>	Rural	71 (31.42)	76 (33.63)	79 (34.96)	226 (100.00)
	Urban	116 (42.34)	110 (40.15)	48 (17.52)	274 (100.00)
<b>Sex</b>	Male	151 (37.75)	151 (37.75)	98 (24.50)	400 (100.00)
	Female	36 (36.00)	35 (35.00)	29 (29.00)	100 (100.00)
<b>Age Group</b>	20-29	121 (56.54)	76 (35.51)	17 (7.94)	214 (100.00)
	30-39	42 (36.21)	50 (43.10)	24 (20.69)	116 (100.00)
	40-49	23 (21.30)	41 (37.96)	44 (40.74)	108 (100.00)
	50+	1 (1.61)	19 (30.65)	42 (67.74)	62 (100.00)
	<b>SES</b>	Low	46 (47.42)	20 (20.62)	31 (31.96)
	Medium	89 (37.08)	94 (39.17)	57 (23.75)	240 (100.00)
	High	52 (31.90)	72 (44.17)	39 (23.93)	163 (100.00)
<b>Total</b>		<b>187</b> <b>(37.40)</b>	<b>186</b> <b>(37.20)</b>	<b>127</b> <b>(25.40)</b>	<b>500</b> <b>(100.00)</b>

*Source: Field Survey*

*Note: Figures in parentheses represent percentage*

Table – 5 clearly points out that regular watching movies in theatres is high among urban people (42.34 per cent), males (37.75 per cent), people in the age group of 20-29 years (56.54 per cent) and people with low SES (47.42 per cent). Similarly, 43.10 per cent of people from the age group of 30-39 years and 44.17 per cent people from high SES watch movies in theatre but not regularly. However, rural people (34.96 per cent), females (29.00 per cent), people in the age group of 50 years and above (67.74 per cent) and people with low SES (31.96 per cent) are not at all exposed to movies in theatre.



**4.5: Use of Internet:** The internet, as a medium, has been showing its face up in recent years. The number of users who logged on in every week has grown from 7.2 million in 2005 to 9.4 million in 2006. As proportions these represent 0.9 per cent and 1.2 per cent of India's 12 years plus population. However, urban India has shown faster growth in internet reach from 2.3 per cent in 2005 to 3.4 per cent in 2006. The use of internet by the respondents either regularly or not regularly is shown in the Table – 6.

**Table – 6: Use of internet by various characteristics**

Characteristics	Using		Not Using	Total	
	Regular	Not regular			
<b>Locality</b>	Rural	11 (4.87)	30 (13.27)	185 (81.86)	226 (100.00)
	Urban	106 (38.69)	45 (16.42)	123 (44.89)	274 (100.00)
<b>Sex</b>	Male	96 (24.00)	69 (17.25)	235 (58.75)	400 (100.00)
	Female	21 (21.00)	6 (6.00)	73 (73.00)	100 (100.00)
<b>Age Group</b>	20-29	82 (38.32)	48 (22.43)	84 (39.25)	214 (100.00)
	30-39	26 (22.41)	13 (11.21)	77 (66.38)	116 (100.00)
	40-49	4 (3.70)	13 (12.04)	91 (84.26)	108 (100.00)
	50+	5 (8.06)	1 (1.61)	56 (90.32)	62 (100.00)
<b>SES</b>	Low	1 (1.03)	10 (10.31)	86 (88.66)	97 (100.00)
	Medium	62 (25.83)	40 (16.67)	138 (57.50)	240 (100.00)
	High	54 (33.13)	25 (15.34)	84 (51.53)	163 (100.00)
<b>Total</b>	<b>117</b> <b>(23.40)</b>	<b>75</b> <b>(15.00)</b>	<b>308</b> <b>(61.60)</b>	<b>500</b> <b>(100.00)</b>	

*Source: Field Survey*

*Note: Figures in parentheses represent percentage*

The above table makes it clear that 38.69 per cent of urban people, 24.00 per cent of males and 38.32 per cent of people in the age group of 20-29 years are high in 'regular using' of internet. In contrast, 81.86 per cent of rural people, 73 per cent of females, 90.32 per cent of people in the age group of 50 years and above and 88.66 per cent of people with low SES are not using internet. It is significant to state that the 'regular use' of internet is positively related with the SES of people.

**5. FINDINGS AND CONCLUSION:** The major finding of the study is that the majority of the respondents (47.60 per cent) listen to radio regularly. Regular listening to radio is high among urban people, males, people in the age group of 30-39 years and people with high SES. 74.4 per cent of respondents watch television regularly where 22.4 per cent do not watch regularly and only 3.2 per cent do not watch at all. The regularity of watching television is high among all the segments of people. The use of recordings like cassettes, CDs, VCDs and DVDs is not much common among people. Only 29.8 per cent and 21 per cent of respondents use recordings regularly and not regularly. The use of recordings is high among urban people, males, people in the age group of 20-29 years and people with high SES. Equal number of respondents watch movies in theatres regularly (37.4 per cent) and not regularly (37.2 per cent). Watching movies in theatres is high among urban people, males, people in the age group of 20-29 years and people with low SES which is against the exposure to television. As special skill and knowledge is required to use internet, only 23.4 per cent of respondents are found using internet regularly whereas majority (61.6 per cent) do not use. Like the use of recordings, the use of internet is also high among urban people, males, people in the age group of 20-29 years and people with high SES.

To conclude, media is a way by which people collect, create and distribute informative, educative or entertaining content to the mass. Electronic media is the form of mass media that needs electrical energy to create and distribute the contents. Electronic media is more accessible and diverse than the classic print media. In electronic media, one can share or collect any kind of information without any barriers such as time limitations, and literacy which are the major drawbacks of print media. And Internet media is also considered as the extended version of electronic media as it also needs electronic energy to distribute and create content along with satellite or cable internet.

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