**E-CONTENT**

**MJMC,  SEM-IV, PAPER-XIII (CC- 401)

 Topic : The Ownership Pattern of Newspaper in India**

 **Date : 21-01-2020, TIME : 1.00 P.M.-2.00 P.M.**

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**The Ownership Pattern of Newspaper in India**

♦ The large number of media organisations and outlets often conceal the fact that there is dominance over specific markets and market segments by a few players – in other words, the markets are often oligopolistic in character, i.e. there are a few key players who control the market segment.

♦ The promoters and controllers of media groups have traditionally held interests in many other business interests and continue to do so, often using their media outlets to their advantage.

♦ The growing corporatisation of the Indian media is manifest in the manner in which large industrial conglomerates are acquiring direct and indirect interest in media groups. There is also a growing convergence between creators/producers of media content and those who distribute/disseminate the content.

♦ The absence of restrictions on cross-media ownership implies that particular companies or groups or conglomerates dominate markets both vertically (that is, across different media such as print, radio, television and the internet) as well as horizontally.

♦ Political parties and individuals with political affiliation control increasing sections of the media in India.