

TECHNOLOGICAL ADVANCEMENTS: A CASE STUDY ON DIGITAL INITIATIVES BY A REGIONAL MEDIA HOUSE TO COMBAT CHALLENGES

NITESH KUMAR K S*; DR. NANDINI LAKSHMIKANTHA**

*ASSISTANT PROFESSOR,
DEPARTMENT OF MEDIA TECHNOLOGY, AB2, MANIPAL INSTITUTE OF TECHNOLOGY (MIT),
MANIPAL - 576 104, UDUPI DISTRICT, KARNATAKA, INDIA.
Email: nithesh.kumar@manipal.edu , kalnadnithesh@gmail.com.

**PROFESSOR,
SCHOOL OF COMMUNICATION, MANIPAL ACADEMY OF HIGHER EDUCATION (MAHE),
MANIPAL - 576 104, UDUPI DISTRICT, KARNATAKA, INDIA.
Email: nandini.lk@manipal.edu.

ABSTRACT

The technological revolutions related to media facilitate its customers not only to have access to the desired content but also desired media format irrespective of his/her stationed geographical location and at their convenience of time. This shift in the usage pattern which is observed among the media users is possible due to the digital technology adopted by media owners. The change in technology adopted by the media houses demands not only huge investments but also training methods to equip the workforce. There are many media houses which are effectively performing at the regional level. Daiji world is one such media house, stationed at Mangalore, but widely accessed by its customers who are stationed not only in Mangalore region but are spread worldwide. This study intends to observe how the management of small and regional media house plans and incorporates training methods so that its staff is equally compatible to face the challenges posed not only by bigger media houses but also challenges of technological renovations particularly in digital platforms. The study follows a case study method and follows qualitative research techniques while conducting the study.

KEYWORDS: Advertising; Digital news media; Editorial; Print media; Regional newspapers.

Bibliography

- "Daijiworld.com Site Info". Alexa Internet. Retrieved 2018-12-01.
- Flavián, C., & Gurrea, R. (2009). Digital versus traditional newspapers. *International Journal of Market Research*. Vol. 51 Issue 5.
- Patton, M.Q. (1990) *Qualitative Evaluation and Research Methods* (2nd ed.). Newbury Park, CA: Sage Publications, Inc.
- Robson, S. & Foster, A. (1989) *Qualitative Research in Action*. London: Hodder and Stoughton.

- Steensen, S. (2011). Online Journalism and the Promises of New Technology: a critical review and look ahead. *Journalism Studies*, 12(3), 311-327.
- Thietart, R.A. (2001) *Doing Management Research: A Comprehensive Guide*. London: Sage.
- Yann Truong and Rod McColl, Philip Kitchen (2001) Practitioners' perceptions of advertising strategies for digital media. *International Journal of Advertising*, 29(5), pp. 709–725.
- <www.daijiworld.com>
- <www.thehindu.com/todays-paper/tp-features/tp-metroplus/internet-tv/article3205009.ece>