A QUALITATIVE ANALYSIS OF THE INSINUATION OF RENOVATING INDIA'S PSB INTO PSM IN THE EMERGING INDIAN SCENARIO

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Abstract

In the globalisation era of industrialization (since the 1980s) and digitalization (since the 1990s), Public Service Broadcasting (PSB) is facing ever-increasing problems from the rapid alteration of media studies. But the conversion of PSB to acclimatise to a new multifaceted digital set-up is predicated on a contentious policy scaffold that replicates shifting broadcasting norms such as broadband and mobile television. While researching in this sector, the researcher has chosen to examine the government's policy guidelines on PSB in the area of technology, political, and economic advancements for various generations, including "Gen X (the generation of 1965 and 1979)," "Gen Y or Millennials of 1980 and 1994," and "Gen Z of 1995-2015". As a result, this proposal paper has been aimed at examining the impact of digital technology and novel media on PSB, its survival strategy of transformation into Public Service Media (PSM), and its ability to reposition itself with an enlarged and dynamic future mission as a participatory and interactive media player in this globalised digital environment using Atlas. Utilising a qualitative approach, the research involved the gathering of primary data from numerous interviews with academics and professionals from Doordarshan as well as secondary data from PSB-based research. The stages involved in data preparation, coding, and analysis have all been covered in the paper. The Atlas.ti 7 has been used to manage both inferential and descriptive statistics, build up the code list correctly using both inductive and deductive reasoning, track pertinent quotations periodically, extract the information by using the built-in functionality of the Query Tool, hook up thoughts and add annotations, and visually put artefacts together for gradually understanding the data. The study has suggested that the PSB's survival in India is crucial.

Keywords: Doordarshan, interview, public-driven broadcast system, public service broadcasting (PSB), Gen X, Millennials, Gen Z, public service media (PSM), ATLAS.Ti,

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Introduction

With the onset of economic expansion, urbanisation, and technological improvement, as well as the coming into play of technologies like 3D, 4DX, and IMAX, a novel multiplatform paradigm is taking shape. In this pivotal moment, it is important to consider traditional PSB, which is currently accessible through a variety of devices, including mobile ones. This has enabled new offers that go beyond the limitations of broadcasting and consist of content that are now available online. Public broadcasters are proving that they are still pioneers and innovators right now (Collins, 2009).

The global network has traditionally been used by Public Service Broadcasting (PSB) as the preliminary streaming platform for its radio and tv content. However, as technology developed, public operators gradually expanded the range and range of their programs and services, making them available via satellites, cable channels, and even the Web. This expansion has made it necessary to consider how the idea of PSB has evolved into the more inclusive term, Public Service Media (PSM). (Lowe & Bardoel, 2007)

Thus, the research began by conquering an indication of the surfacing of Digital transformation of the media ecology, which is perceived as a paradigm shift that has unleashed huge challenges for PSB worldwide with far-reaching implications for its traditional mission of three-pronged Reithian aims to; educate, entertain and inform, since its inception (Collins, 2000).

Aim of this paper

The rationale for this study is primarily to understand how national communications policy and regulatory framework play a determining role in introducing an audience-oriented pluralist, socio-economic, and cultural institution in the shape of PSM in India within the context of globalization. It addresses a knowledge gap by exploring how inevitable an interventionist approach to the adaptation of PSB to multiplatform is. It is interested in understanding what role the emerging media policy will play in creating conditions for PSM to deliver public interest in digital convergence.

The aim is to explore if changes in ideas, institutions, and interests have taken place in India for a paradigm shift emerging towards digital broadcasting in the context of major media transformations. The paper explores policy debates to assess the importance of

- the objectives of a national broadcasting policy and regulatory framework,
- the sociocultural, economic, regulatory, and technological determinants of policy,
- the influence of global media policy on national media policy.

It tracks dominant and defining concepts as manifested in the government's evolving communications policy by studying a range of relevant policy documents and instruments complemented by the latest insights from interviews with experts. This is done by exploring

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who is driving the policymaking process from within the government and also external influences, aimed at negotiating the following topical issues:

- Challenges of the reconfigured media landscape for PSB and their impact on PSB,
- Strategies for its migration to multiplatform and
- The possible future role of PSB within global media policy.

This research is particularly interested in understanding how endogenous and exogenous challenges are perceived and addressed by Indian ministers, politicians, decision-makers, and other stakeholders. To this end it

- analyses articulation of digital transformation of PSB in the Indian government policy community to assess the prospects for the reform of PSB for multiplatform relative to audience participation, social media, and non-linear content, and
- examines the contemporary articulation of digital broadcasting by exploring the following tentative and related topics to understand the challenges and prospects for evolving PSM in India:

The past and existing debates relating to the transformation of PSB will be addressed by answering the pivotal question - what is the continued justification for PSB in digital convergence? The researcher wanted to explore the renewed attempts when the government announced a relaunch of DD India on the lines of BBC World following an earlier Pitroda Committee's announcement of 'setting up of a global broadcaster on the lines of the BBC to tap the international broadcasting market. It also said some of its recommendations could be implemented immediately (http://bit.ly/1dQpk6O). Furthermore, the researcher is interested in exploring the government's strategies in tackling India's paradoxes, to what extent is India's vision for digital PSB influenced by sociocultural, economic, environmental, and technological issues, how possible is the inclusion policy of the Digital India initiative, and policy navigation for a sustainable co-existence of PSB for multiplatform in a world of digital convergence where public service broadcasters in many countries have surged ahead recognizing the non-economic and economic benefits.

Research Problem:

Modern consumers have access to a variety of media and entertainment platforms because of advances in technology, rapid digitalization, lower prices, and offers that are tailored to their needs. Thus, it is significant to analyse what can be done by the PSB and PSM to capture the attention of the Millennials and Gen Z despite the fierce competition.

Research Statement:

The development of technology has made it possible to discriminate considerably between the media consumption patterns of Generations X, Y, and Z. comprehending the media consumption styles and patterns, the statement of the study titled An Atlas The Ti 7 Analysis

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of the Insinuation of Renovating India's PSB into PSM in the Emerging Indian Scenario has been framed on how PSM can help Gen X, Y, and Z in getting the maximum possible benefits.

Research Questions:

1) What is the contribution of digital broadcasting policy and policymaking processes to transforming PSB into PSM?

2) How do the values, duties, and ideals that provide public service broadcasting in India's legitimacy change as a result of digitization and the creation of multifaceted media?

3) What flexible approaches do PSB and PSM use to cope with the multiplatform environment that is appropriate for Gen X, Y, and Z?

Objectives:

1. To analyse the contribution of digital broadcasting policy and policymaking processes to transform PSB into PSM,
2. To explain how building a multi-platform media system that works well together and going digital affect the principles, purposes, and goals that give public service broadcasting in India legal standing.

   3. To probe the adaptable techniques that public service broadcasters use to fit into the emerging digital and multiplatform environment that is appropriate for Gen X, Y, and Z.

Research Approach:

The study involves a combination of two approaches: the critical political economy (CPE) approach and the function of media in promoting the public interest approach. The CPE perspective has helped in analysing:

1. digitalization problems facing PSB,
2. the impact of a new media landscape,
3. changes in the interplay and relationship between politics, media, and society,
4. Changes in the media ecosystem are having an effect on PSB's role as an economic and cultural sector and social promoter.

The research is particularly interested in policy responses to the challenges of the government, media policymakers, regulators, and PB in orienting it towards multiplatform, relative to the influences of non-linear content, user-generated content, and audience participation in social media.

The function of media in promoting public interest

In the milieu of Indian society, it would be interesting to identify what dominant factors are influencing emerging media policy, whether it is politics, public or economic interests, or global media policy. This framework enables a focus on the role of the state in formulating a regulatory framework, whereas other activities or actors trying to influence policymaking would be dealt with in media governance (Collins 2007).

Data collection:

A desk-based analysis of a variety of the following academic, statutory, and professional data is plausible to glean past key debates surrounding PSB:

Prasar Bharati, Broadcasting Corporation of India (BCI), Policy documents from India's MIB, DD, AIR, and TRAI

Coverage Area	By Area (%)	By Population (%)	AIR- at a glance	
Medium Wave+FM	92.00	99.20		
Medium wave only	90.65	98.40	Broadcasting Centres	419
FM Only	34.00	47.00	Full-fledged stations	219
			a) Local radio stations	87
No. of Transmitters		608	b) Stations with studios	127
Medium Wave		145	c) Community Radio	05
Short Wave		48	Relay Centres	200
FM		415	AIR stations with FM	386
Captive earth stations		32	Vividh Bharati Centres	37
Studios		222	Centres for External Service	11
RNU		46	Recording only studio	1
AIR DTH Channel		24		

Table 1   (https://www.slideshare.net/anamikadady1/public-service-radio-in-india)

Articles, press reports, and technical papers from newspaper archives; online content; committee recommendations; market reports; conference papers; and commissioned research reports .Further data or information is obtained for corroboration through interviews with many key industry experts in India to glean the latest updated information. The research studies the impact of digitalization on the reorganisation and restructuring of PSB from several perspectives that determine the role of PSB and media policy, such as organisational, cultural, economic, programming, financial regulatory, and technological.

Particular attention has been paid to the contest between different agencies, especially between the Press Council and the media, between the Indian telecom regulator TRAI and the media, between Prasar Bharati and DD, and also between different stakeholders and agencies.

Research Methodology

To invest in digital broadcasting, policy analysis has been done using a qualitative research method within a multi-disciplinary theoretical framework. This includes PSB the critical political economy theory, the normative media perspective, and the development communication perspective. The research design has deployed a combination of research methods using an interpretative textual analysis of the documents described below:

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a) Critical document analysis

b) Communications policy analysis,

c) semi-structured interviews and

d) A case study analysis of Prasar Bharati to gain insight into the motives of the organisation for the introduction of digital broadcasting and its responsive strategies for the digital age

(a) Critical Document Analysis (CDA)

A planned review has been done on PSB-related past and current news stories and feature articles, editorials, discourses, reviews, commentaries, and press releases from print and websites. The content has enabled the identification and conceptualization of contemporary problems and issues that can be addressed. Questions were formulated to reflect the issues relating to the technological, economic, social, cultural, and regulatory impact on public interest and the role of policy and policy-making supporting digital platforms, stressing the role of audience participation and social media, while also echoing the contemporary issues surrounding mobile broadcasting, IPTV, webcasting, non-linear (VOD) video, autonomy, funding, digitalization, convergence, net neutrality, the digital divide, and programming (Brian 2008).

A digital audio recorder was used for the interviews wherever possible, as it is not distracting. It was supplemented by manual note-taking, if necessary. The open-ended questions were asked to pursue 'relevant topics that may stray from the interview guide' (http://libweb.surrey.ac.uk/).

(b) Communications Policy Analysis (CPA)

The CPA approach enables probing into the impact and changes in and around PSB according to Negrine, Syvertsen, and Collins (1990).
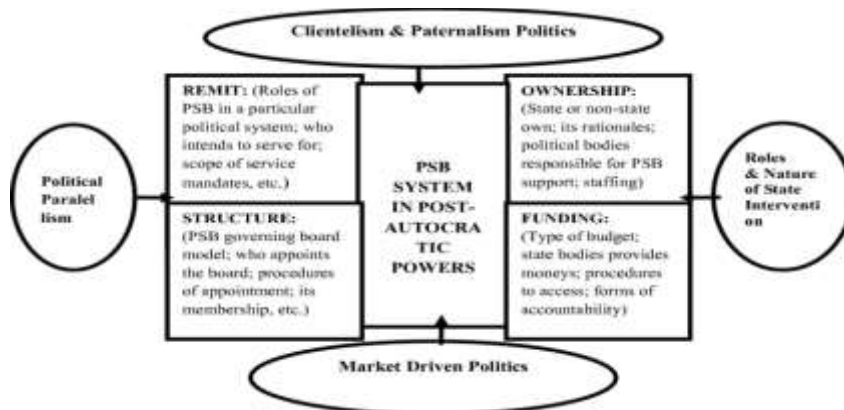

Fig.1

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CPA has unravelled the effect of a media policy on media players, digitalization policy, deregulation issues, and their infrastructure at a macro level, as well as the consequences of broadcasting policies relating to digital strategies. The ideological justification of PSM would be examined from the following theoretical perspectives: 1) the role of media in democracy; and 2) in tandem with normative theory and development communication theory.

Documents, including statutes and regulatory papers, consultation and conference papers, committee reports, news reports, articles, and technical and research papers, were obtained from archives and the following sources:

Prasar Bharati: http://Prasar Bharati.gov.in/default.aspx & http://bit.ly/1Mb3NAW

Newspaper archives, social media, new media, and Press Trust of India (http://www.ptinews.com/)

https://www.equitymaster.com/research-it/sector-info/media/Media-Sector-Analysis-Report.asp

Global broadcasting plans and the evolution of the public-private partnership (PPP) model in the media and entertainment industries with industry organisations like PB, DD, Akashvani, PSB Trust, the Telecom Regulatory Authority of India, FICII, and ASSOCHAM, MIB, MCIT, TRAI, PSBT, CII, FICCI, and Infosys

The data gathering methodology was solely qualitative research-based but triangulated by quantitative methods. It is used to obtain primary data by conducting semi-structured interviews. After conducting policy document analysis, press analysis, and communications policy analysis to understand the various issues relating to PSB, the researcher sought to get an in-depth perspective on the ideological underpinnings of PSB by taking forward the key issues that formed the basis of his interviews with select key experts.

(c) Semi-structured Interviews with Experts

Primary data were obtained from semi-structured interviews with experts chosen for their expert knowledge and experience in the broadcast media. The researcher has intended to triangulate semi-structured interviews, communications policy analysis, and case study analysis as a methodological technique to ensure corroboration. The researcher makes an effort to present "a nexus of proof that promotes trustworthiness" by triangulating data (Eisner 1991).

(d) Case Study of Prasar Bharati (Doordarshan)

A case study analysis can be adopted to explore the organisational and institutional issues of Prasar Bharati that relate to PSB's characteristics of autonomy, editorial independence, ownership, content, and regulation. As a case study, the research has explored the reasons

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why the Indian government introduced digital broadcasting and why it did not regulate private commercial broadcasting. It focuses on the government's and stakeholders' ideological justification, aims, and motivation for introducing digital broadcasting and its road map, focusing on its responsive strategies for its future sustainability in the digital world.
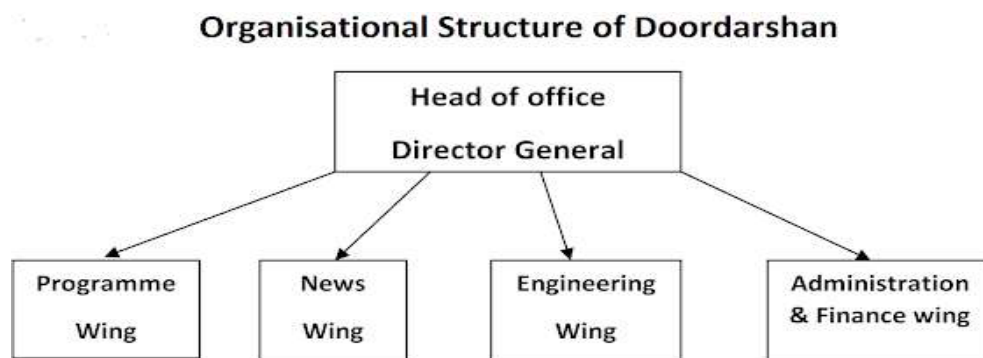
Organisational Structure of Doordarshan

Fig 2

It is central to PSM in fulfilling its role of social responsibility and communication development to boost socio-economic development while prioritising an equitable, egalitarian, fair, just, meaningful, and inclusive society. This leads to a series of questions: What is India's communications policy? How does the government perceive the role and values that legitimise the reform of PSB relative to the needs of a dualistic India? How are modern and old India positioned in the labyrinth of socio-economic contradictions interspersed with multifaith, multilingual, and cultural diversity? As of September 15, 2014, India had 813 private commercial TV stations, of which 400 were current affairs and news channels and 413 weren't. India is the second-largest television market after China.

Major Developments in India as Policy Areas

The summary of media changes from 1990 to the present gives background information for such current disjointed media policies and the method used to make decisions about DD and AIR. Additionally, it puts into context the conceptualization of the implementation of electronic broadcasting before evaluating the function of the legal regime for the execution of responsive methods in upholding the public interest (Brian 2008).

After three decades of DD's monopoly, the media environment was deregulated as the government implemented neo-liberal economic policies. The first decade was influenced by the globalization phenomenon, which promoted satellite-to-cable television. PB was forced to compete for advertising dollars as a result of the introduction of direct-to-home (DTH) satellite television. When PSB was threatened by commercial television, some of its

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programme standards, diversity, cultural identity, and authenticity of civic communication were negatively impacted (Blumler, 1992).

Policy Scaffold

India's newly announced Digital India initiative seems a befitting policy tool for supporting PSB's improved remit, which policymakers need to focus on. The broadcast industry is governed by laws, rules, directions, ordinances, licencing powers, quotas, ownership rules, financial incentives, and foreign direct investment restrictions. However, most of the laws passed since the 1990s have been applied retrospectively. PB was created by the Prasar Bharati Act of 1990, which did not come into effect until 1997. Proactive media policies have been non-existent. Several attempts to introduce a regulatory framework in respect of cable television (CTV), direct-to-home (DTH) television, and digital terrestrial television (DTT) had fizzled out. The issue of rehabilitation for PSB hinges on policy debates in which the question of adaptation to the digital landscape needs to be addressed. The options vary with the broadcasters' perception of the digital challenges, and the outcome depends on the policymakers' vision matched by how the policy is implemented. From the perspective of the convergence of information technologies, telecommunications, consumer electronics, and entertainment into a single, monolithic industry, this has created a digital and platform-independent habitat for media providers such as DTT, digital cable TV, digital satellite TV, IPTV (television delivered over the internet using an IP address), and TV over mobile telephony (mobile TV) and TV over mobile phones (mobile TV). DD is on its platform, Dish TV, offering "free for life" 70 DTH free-to-air channels along with three private competitors, Bharati Airtel DTH, Videocon d2h, and Tata Sky (Armstrong, Mark & Weeds, Helen 2007).

Socio-Economic and Development Challenges

India presents several sociocultural and economic constraints as additional challenges: Socio-economic paradoxes in the form of the high rate of illiteracy, lack of computers, literacy, power failures, poverty gap, under-utilised human resources, and underdevelopment The above are impacted by the following technological waves:

1. The Digital India (DI) initiative, a policy-driven project to digitally empower Indian society, enables a digital economy and encourages an information society.
2. Digital switch-over (DSO) to enable broadband communication, narrowcasting, and

`. 3. Mobile broadband: the exponential growth of cellular phone networks as an ultimate. platform where personal and business communication are merged

Literature Review

Bardoel and Lowe (2007) said that the threefold crisis is problems with identity, money, and running the business, all of which are ongoing in India. The question of how possible the reinvention of PSM for the digital age is exclusively depends on the Indian government's

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media policy, which must reflect economic as well as non-economic considerations. Referring to the above, the Indian government needs to take a policy approach to analyse the challenges from the following technological, economic, socio-cultural, and regulatory perspectives: (a) net neutrality; (b) digital switch-over; (c) non-linear content (audio and video-on-demand); and (d) mobile broadband. All of this impacts the creation and distribution of content across platforms and needs to be addressed with a policy approach.

The Need for PSB in the Digital Age

According to the most recent statistics, audience satisfaction rose from 69 percent in 2008 to 79 percent in 2014. Despite the alleged decline of PSB, there are strong arguments in favour of its continued relevance as a tried-and-true idea that technology cannot replace.It can be contended that PSB is more crucial to a) balance the diminishing span for broadcasting policy and rules, b) uphold the standards for programmes in the frame of reference of widespread commercialization, c) counter powerful private media players, and d) enhance regional and socio-cultural individual cultures in the face of globalisation (P. Humphreys 2008).

Research Methodology:

The interview reports were examined independently to ascertain the specifics and data. Next, a comparison of the adaptation tactics used by broadcasters was investigated to identify commonalities and variations, as well as trends and best practises. 23 individuals were questioned through a comprehensive, semi-structured questionnaire. The researcher found out how public broadcasters view the current changes the media landscape is going through. Additionally, the subjects on which their concentration and efforts are concentrated were noted. Even though the subjects covered differ based on the specifics of each media channel, trends and common perspectives were identified. Regarding the evaluation of the PSB in India, a precise and realistic assessment of the issues, possibilities, and risks of the mandate, framework, and function of broadcasters might also be made. In particular, the information gleaned from sources was extremely helpful to assess the applicability of the concerns covered by such a model. The experts who were interviewed, however, felt that the models allowed them to connect disparate, at first glance unrelated aspects that have a consequence on the identification, design, and calibre of public operators. All the individuals who participated in the interview agreed that public service media must unavoidably adjust to the changing features of the multiplatform media ecosystem. First of all, despite the context's shifting conditions, they must continue carrying out their mandate. In fact, in all the examples examined, coping with issues and helping most of the population deal with them is a function specifically assigned by law to public operators. However, public services and their operators also have to modify and extend their processes to ensure their availability and relevance. Additional limitations might result from further conversations about the justification and boundaries of public service. PSB individuals are innovators and market leaders in their services, as they have been on numerous prior occasions. Using ATLAS.ti to streamline the study process, the researcher attempted to explore the suggestion of remodelling India's PSB into PSM within the new Indian context (Weeds, Helen 2013). The study has employed a

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qualitative approach and uses both secondary and primary data. To have a basic picture of the issue, learn about earlier approaches, and most significantly, identify the research gap in the field, secondary data was produced during the initial stage of the study. The surveys, interviewee responses, and journal article literature culled from online sources like Lexis.com, Ebscohost, etc. constitute the derived data. The second phase of the analysis comprises conducting field research to gather first-hand data that emphasises digital broadcasting policy and policy-making mechanisms as aids to transforming PSB to PSM, the principles, responsibilities, and beliefs that offer PSB in India content validity through the transformation of the digital revolution and the advancement of a divergent multiplatform media situation, and the possibilities, threats, consequences, and future projections for public service broadcasting. People who have a direct stake in the PSB initiative make up the responses. The interviews focused on the many problems and difficulties connected with using such a PSB to learn about the respondents' perceptions and experiences. With the respondents' permission, the interviewer recorded the entire interview process on a voice recorder (Jakubowicz 2007).

ATLAS.ti 7

After comparing a number of computer-aided qualitative approach software products and looking at past literature and studies, the researcher came to the conclusion that ATLAS.ti 7 met his needs and his commitment to the idea of producing the research result using both inferential and descriptive statistics. This section explains how ATLAS.ti 7 was used to come up with the final results of the study.(Konopasek, 2007).

Manage the data

The "primary document manager" function was quite helpful. Utilising the "primary document manager" is essential since all of the data was kept in the "My Library" computer directory, which was accessible to the ATLAS.ti project's "Hermeneutic Unit." To be able to access the data whenever he needed it, the researcher just had to choose the "main document manager" selection, which effectively let him control all of his data (Lewis, R. B. 2004). For the convenience of access later, the data are named in the "primary document manager" according to the affinities of the type of data, such as the author, period, names of respondents, date, etc. (Lewis, R. B. 2004).

Construct the code list using inductive as well as deductive reasoning.

The "code manager" was another aspect of Atlas.ti that was heavily utilised during the research phase. Under theme coding, the "code manager" oversees each code in the list (Joffe & Yardley, 2003). Following the relevant themes, data segments are coded using the sequential explanatory analysis method. During this phase, the researchers started to consider what makes a set of data unique and/or comparable to other bits of evidence (Boeije, 2002). Due to the researcher's inference of new meaning from the facts, this type of analysis is inductive (Glaser, 1965).

The changing values, obligations, and ideals that give public service broadcasting in India legitimacy, the possibilities, threats, risks, and hopes for the future of PSB in India's digital convergence, and the flexible strategies used by public broadcasters are all talked about. The researcher was able to make a good code list using either the inductive or deductive methods (Denzin & Richards, 1994). This was made possible by ATLAS.Ti's ability to code. After the researcher had a template to work within, enabling deductive coding to make analysis easier, the predefined tags were provided to the "code manager." The code list was initially constructed using concepts from higher-order divisions or categories, including explanation, notion, issue, and risk. Then, to fit into each of the larger classes, each of these themes was divided into smaller codes (Denzin & Richards, 1994).

One of the smaller codes that come from the framework is the idea of challenges, opportunities, and risks. As the researcher combed through all the data, emerging codes— new codes—became apparent. By comparing and validating them with the ones that had previously been present in the list, these codes were quickly and simply incorporated experimentally into the "code manager" (Wolcott, 1994).

"Quotations"

The highlighted text turns into a "quotation" when it is linked to a code, which is then presented in the scope of the "code manager" under the title "groundedness." The "quotation manager" also assigned each "quotation" a distinct identification number, making it simple for the researcher to follow every one of the pertinent "quotations" as needed. This solved the issue of manually keeping track of pertinent data segments that arose during analysis. The code manager" as well as the "quotation manager" made it simple to verify the quotations for reporting purposes by checking them twice or even three times. "Twice-clicking a code name in the code manager brought up a dialogue box with a range of quotations related to that particular code. The researcher may easily access the highlighted section with just one click of the quotation in the dialogue box" (Friese, 2012).

"Built-in Query Tool"

Additionally, the investigator browsed the data being studied using the "query tool" functionality of Atlas. The basic components of "the query tool" were instruments for obtaining "quotations for a given code or collection of codes" that were decided by a mixture of operators, including vicinity, semantic, and boolean technicians. The cross-tool was frequently used by the researcher to produce arrays of quotations that appear in all secondary sources (Konopásek, Z. 2007).
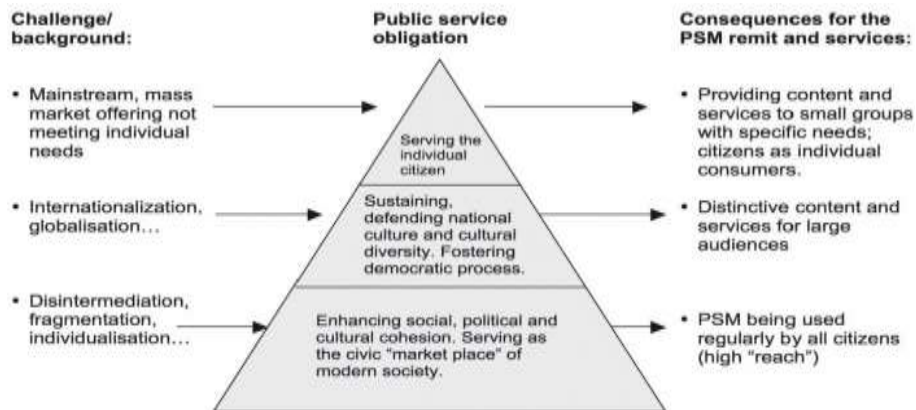
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Fig 3

Explore the quotation.

Researchers used the outcome and codes-primary sources databases in ATLAS.ti to compare the quotation or number of words for such "codes" to the data. Instead of searching for the aggregate amount of quotes for a binary executable in the "code manager under the domain groundedness" for the pertinent code(s), the researcher has analysed "the quotation count" for each of the data that have been collected. The table is provided as an output in Excel format. The researcher was also able to use Excel to instantly construct a figure that included the ways of collecting data for the quotation counts with the use of this "quotations" tally table (Muhr, T. 1991).

Visually group the items.

In terms of how the data was prepared, the interviews were first written down and cleansed for the primary data. The data was afterward gone over thoroughly to gain a general knowledge of it. This method is consistent with what Bogdan and Biklen (2003) said should be done based on a qualitative data analysis process. The researcher found that the features of ATLAS.ti were particularly helpful in delivering the necessary tools because of the continual and recursive skewing of the data evaluation of this form as employed in the study. If the researcher had carefully analysed the research, he might have many stick-on notes (or "quotations") on different data points to provide additional analysis, insight, or explanation. He decided to evaluate his data instead of using the ATLAS programme. Instead of using conventional stick-on notes, he employed ATLAS.ti's "memos" feature, which is indicated either by a shorthand book icon. These memos replaced the conventional stick-on notes by virtually linking to specific data or code portions (Konopásek, 2007).

In addition, the ATLAS.ti "network view" function made it possible to visually explore the primary and secondary data to make sense of it all and produce study conclusions (Hwang, 2008; Friese, 2012). Strong and weak linkages were made to demonstrate the interpretations made of the data for reporting purposes. Three higher-level codes indicating the three main

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conclusions of the insinuation of remodelling India's PSB into a PSM in the upcoming Indian scenario were established in ATLAS.ti at the conclusion (Hwang, 2008; Friese, 2012).

PSM and its Developments

Because PSM can be accessed from many different places, such as the Internet, digital broadcasting services, smartphone app services, and radio channels, each of these services should be seen as a separate part of PSM (Tracey, Michael 1998).

Fig 4 Public Service Objectives

Essential value	Important value	Interesting value
Excellence	Innovation	Media literacy
Independence	Social justice	Territorial cohesion Cooperation
Diversity	Social engagement	
	Citizen participation	
	Accountability	
	Universality	

Table 2

PSM might stop being competitive and non-excludable in consumption. In the twenty-first century, if internet connection is given access to everyone on an equitable level as a basic human right, PSM can be re-envisioned as a public utility (Armstrong, Mark 2005).

The new system of content and service delivery

Fig 5 Source: Nissen, 2006

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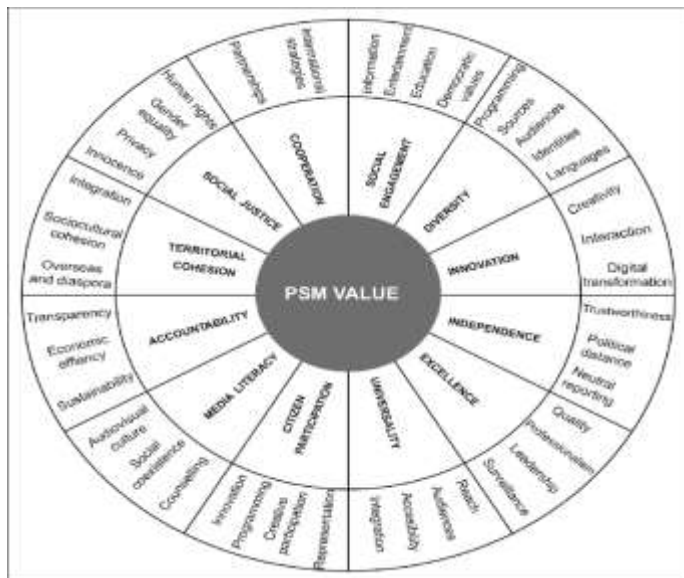Eur. Chem. Bull. 2023, 12(Special Issue 4),8093-8113

Fig 6 PSM value

Conclusion

The implementation of PSM in India is demonstrated to have raised a range of societal consequences, which is supported by the researcher's substantial usage of ATLAS.ti in drawing these first conclusions. The study discovered that such adoption has a range of repercussions, including benefits and drawbacks. In comparison to before the implementation of the technologies, the pace of the proceedings has accelerated. However, PSB/PSM also brought up several issues and dangers related to its application in the Indian environment. This finding may encourage further research into the socio-economic effects of PSM implementation in Indian settings. "The main documents manager, code manager, quotation manager, query tool, memo manager, and network views" are the ATLAS.ti features that were often utilised. The researcher made a crucial decision to do the qualitative analysis utilising computer-assisted tools like ATLAS.ti, which helped him organise his work and remove the issues with manual analysis that come with more traditional methods (Armstrong, Mark 2005).

Today, it appears more important than ever for independent media to fulfil its objective of providing everyone with access to timely and accurate information that satisfies audience wants and desires without influencing or selling their information. The potential that fixing many PSB difficulties will give it to survive in the face of the various obstacles it is experiencing is the cause of the relative optimism around this issue. Everybody agrees that PSB should employ (although it is now only doing half of it) to take to the internet markets. According to Moe, PSB could enhance, augment, or degrade the broadcasting functions by using the Internet. Most of the broadcasters examined here attempt to expand broadcasting by developing a unique fusion of television (and occasionally radio) and the Web. The tasks of the revamped PSB must include accessibility as a new strategy for connecting with, engaging, and informing the public. The article "Translating PSM Policy into Production

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Practises," by Marleen te Walvaart, also addresses the issue of how crucial it is to shift from a traditional broadcast attitude to a digital one. She thinks about how the public broadcasters in Flanders have thought about audience involvement in the newsroom. She offers a cautious assessment of how well broad policy principles have been implemented. Offering content on several stages with a convergent newsroom design and newscasts has been the engagement strategy in this case. Some newspaper managers have attempted direct audience interaction in addition to this sort of "immersion," "but these attempts seem quite fragile." (Marleen te Walvaart, 2000)

It's noteworthy to see that ratings are no longer the sole or primary indicator of success for any of the modernization initiatives examined in this issue. Instead, broadcasters aim to elicit responses, comments, and participation from their listeners using a variety of programming genres and formats, including regionally distributed archives, online raw material, news, fiction on specialized platforms, and others. As a result, PSB appears to have effectively adapted to the significant problems they encountered, and they have maintained the fundamental values upon which they were founded while making use of the information and resources from their rich history. In this sense, PSBs and future PSMs can still be located in the past. This will either support or refute the researcher's initial views or assumptions, which form the basis of the investigation (Armstrong, Mark, & Weeds, Helen, 2007).

Recommendations

1. The public media must increase their independence and autonomy.
2. Legal overlaps, excessive complexity, and fragmentation in the realm of regulation should be avoided or fixed.
3. Public service should be viewed as engaging in the media's technology and technical skills, following its ideals and social engagements. This will improve our economy and benefit society.
4. To convey the idea of public service to the audience, more direct, precise, and unambiguous public communication tactics are required. The task of empowering individuals with precise knowledge about those matters cannot be replaced by marketing and branding efforts.
5. In this regard, a methodical and thorough discourse along with precise and complete information on the perception of public service and its obligation, including principles, targets, and societal influences that should be approved, achieved, and performed by public operators, should be developed.
6. Branding and marketing initiatives cannot take the place of the effort put into educating the public about these issues in depth. In this regard, a cogent and thorough discourse should be produced.
7. Public operators should be more proactive in promoting their position in society in the current environment, when the validity of public service and the expansion of its operations are vigorously questioned, rather than adopting defensive attitudes or inert behaviours.

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8. Managerial mindset and procedures must also evolve to reflect a deeper comprehension of the challenges, opportunities, and risks posed by the multiplatform situation's design. Freedom and a great level of competence will also help maintain the public's perception of public service in addition to facilitating improved performance.
9. Public service providers must adapt their organisational structures and work processes to new technology and economic logic.
10. Public service providers must rationalize and modify their producing, distributing, and programming approaches in light of their financial and technological limitations.
11. Information about programming updates and technological innovation should be current, understandable, and readily available. This enhances the audience's participation and trust, which both help the new services succeed.
12. To promote a team that works rather than competition, public service providers handling the ongoing transformation processes must implement improved internal communication tools.
13. In the context of new media, public operators must form partnerships with other industry players to prevent exploitation and reliance. Concerns with standards and equipment manufacturers should receive special attention.
14. To keep their top spot and broaden their exposure and relevance, public broadcasters must make use of their extensive experience in a segmented, multiplatform, and fractured media landscape. These are essential tools to build support networks, ensure them, and allay worries about legitimacy.

Limitations

In addition, the discussion of technical rules, regulations, and matters of electronics and innovation, including wired and wireless devices including routers, cell phones, television sets, smartphone applications, and non-linear and broadcasting technology, is not included in the scope of this research except to highlight the key points. The research purposefully does not include significant analysis of television programming in determining the public interest of PSB, except for passing mentions of television programmes.

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