TEMPLATES CUSTOMIZATION IN TELEVISION NEWS CHANNELS IN INDIA

Sreekantachar B.[1], N. Mamatha[2]

[1] Producer, Educational Multi Media Research Centre, University of Mysore;
[2] Assistant Professor, Department of Studies in Communication and Journalism,
University of Mysore, Manasagangotri, Mysore, Karnataka,
INDIA.

[1]mamathauom@gmail.com, [2]sreeemmrc@yahoo.com

ABSTRACT

There is the tremendous competition among these channels to share the viewers and get the highest TRP and get the advertisements. The templates customization in television news channels in India is amplified in this paper based on qualitative research method. Television templates are commonly broadcast in modern times with a view to advertise the products and services and create new desire for consumption of products and services. Template customization is time consuming process which involves hard work and creativity. It basically involves designing of logo, color, animation, duration, speed of the animation, adding and removing elements. Animators and cartoonists resume templates, costuming resume templates, directors and producers resume templates, public relations and publicity resume templates, reporters, announcers and analysts resume templates and sound resume templates. The templates can be re-used for creating a variety of projects, and a wide variety of media, including broadcast, film, video, and the Web. The website templates serve as the building blocks which are responsive and most of the television news channel websites can also be coupled as blogs. The Indian television channels also provide the templates for target specific audiences. Features like the back to top button, drop down menus, and the user friendly search forms make it easy for the viewers to find the channel of their choice. The television templates also enable the viewers to watch the programmes of their choice conveniently. The viewers are also enabled to understand the date, time, the TV station and name of TV shows etc. They are free to download and use the television program schedule template to make their own television program schedule.

Keywords: Television, News Channels, Templates

INTRODUCTION

In the contemporary liberalized milieu that is considered by information and knowledge base, the media, predominantly the television news channels, is a very authoritative intermediate that plays a noteworthy responsibility in determining public opinions and beliefs, and disseminating correct information and knowledge with a gigantic accountability on their shoulders. Such dissemination of news, views, and other information has far-reaching effects on societies, businesses, and governments. At the same time, today, the electronic media attracts the best talent in the country. When talented people work in such an industry, society expects them to act in a more accountable manner and provide it with those news stories that will increase their knowledge, their sources of information, and inspire them to inculcate a feeling of responsibility toward society. New templates on television screen, color combination and style of news presentation on the spot reporting with pertinent visuals have become new technical initiatives. There is the tremendous competition among these channels to share the viewers and get the highest TRP and get the advertisements. The templates customization in television news channels in India is amplified in this paper based on

qualitative research method.

Television templates are commonly broadcast in modern times with a view to advertise the products and services and create new desire for consumption of products and services. Template customization is time consuming process which involves hard work and creativity. It basically involves designing of logo, color, animation, duration, speed of the animation, adding and removing elements. The specialists in customization are actively involved in the production of templates for various communications media (Howard, 2000:03). The service providers are required to furnish relevant information about text, slogans, images and/or videos. The designers require all the technical details for the final video which includes resolution, file format and compression. The service providers also develop their own websites and provide the templates for customization (Xiyong, 2006:09).

Television Templates Customization in News Channels

Template Digital is a community driven motion graphics marketplace which allows buying and selling of royalty free stock motion graphics for production, film, and television network professionals. The premium motion graphics are supplied as broadcast-quality fully fledged packages which are both 100% customizable and 100% vector based meaning (Ariadi and Rennie, 2008:01). The prominent media templates include - production resume templates, animators and cartoonists resume templates, costuming resume templates, directors and producers resume templates, public relations and publicity resume templates, reporters, announcers and analysts resume templates and sound resume templates. The templates can be re-used for creating a variety of projects, and a wide variety of media, including broadcast, film, video, and the Web.

There are well established norms and guidelines for television templates. The users try to get as far away as possible from the world of commercials and sites. The television channel templates offer the perfect solution for quick and efficient site refreshment with tons of benefits for the service providers and users. The designers prepare the layout and offer a plethora of features in one easy-to-install and cost-effective package. These layouts are focused on simplicity and elegance, wowing the viewers with smooth visual effects and high-quality images. These images are used in the demo templates which are free and they will be delivered with the theme. All the layouts are completely customizable and serve the purpose with the help of modern technologies and strategies (Howard, 2000:04).

The Storyboard IT and Template Digital automatically create a customizable storyboard of selected motion graphics template which suits a particular business project, product and service. The template digital has become one of the best places to learn from the pros and to share the work for critique. Anyone is free to sign up for an account and begin trading or purchasing files. The website templates serve as the building blocks which are responsive and most of the television news channel websites can also be coupled as blogs (Ariadi and Rennie, 2008:02).

The Indian television channels also provide the templates for target specific audiences. Features like the back to top button, drop down menus, and the user friendly search forms make it easy for the viewers to find the channel of their choice. The wide collection of Google fonts and free stock photos also facilitate suitable changes and modifications in the television templates. The television executive producer normally oversees all aspects of production of television templates on the basis of proper experience in both local and national markets, including major cable television networks (Ma et. al, 2012:06).

The television templates are well equipped with advanced theme options, sliced PSD multiple layouts, color schemes to suit the purpose, selective discrete layout for separate pages,

alternative module layouts, back to top button for the easy navigation of the visitor and multiple dropdown menus. The websites built on these templates show cross- browser compatibility and SEO friendly qualities. The storable gallery and tooltips with each template are added perks of the best news channel web templates coded with HTML5. Some of these templates also come with multi- option gallery layouts like Accordion, Isotope, Carousel and Slider along with Tag cloud support and compound Tab options. These are the best options for the web builders who make use of television templates for business purpose (Xiyong, 2006:10).

Television has become the most popular source of entertainment and advertisement to the audience in India and rest of the world. The television templates enable the news channels to plan and schedule the favorite television programs, plays and serials which are liked by the viewers. The television program schedule provides the complete account of information that helps the viewers to manage their time to accomplish day to day chores, office work and assignments to get enough free time to watch the favorite programs and plays on television (Ma et. al, 2012:07). The television templates also enable the viewers to watch the programmes of their choice conveniently. The viewers are also enabled to understand the date, time, the TV station and name of TV shows etc. They are free to download and use the television program schedule template to make their own television program schedule.

In India, the television channels have developed their own **Online TV PowerPoint Templates which are** free television PPT template for presentations about online television or online meetings. They are also useful for shows or expo presentations. The television templates can be used for shows or celebrities in PowerPoint as well as television programs or online meetings and conferencing. The after effects television templates for broadcasting are compatible with after effects CS4, CS5 and CS6. These templates further suit sport, news channel, corporate and business, graphics, wedding and fashion. The viewers can easily customize them and enjoy the power they have to deliver (Hussain, 2014:05).

The audience can also download the television templates free of cost and use common design software to design their customized television show proposal template. There are different types of television templates which enable the viewers to find the programmes of their choice and watch them according to their convenience. Most non-modifiable documents are created in PDF (portable document format), a file format that has the advantage of maintaining all the formatting of the original document. The viewers can find many templates for forms, documents, letters and other visual aids in either a word processing document or PDF form (Sreekantachar, 2016:08).

CONCLUSION

India has emerged as a major media power in the world. The radio and television networks are very well developed in India especially in the post-independence era. Globalization has further pushed the culture of consumerism with television being the main carrier of consumer capitalism around the world. The invasion of sky by the satellite television also compelled certain major policy changes in the electronic media management in India. According to the TAM Annual Universe Update - 2015, India now has over 167 million households (out of 234 million) with television sets, of which over 161 million have access to Cable TV or Satellite TV, including 84 million households which are DTH subscribers. The television news channels have also gained power and popularity through merger with major national networks. The Indian television channels also provide the templates for target specific audiences. The television templates also enable the viewers to watch the programmes of their choice conveniently. In India, the television channels have developed their own **Online TV**

PowerPoint Templates which are free television PPT template for presentations about online television or online meetings. The viewers can find many templates for forms, documents, letters and other visual aids in either a word processing document or PDF form.

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