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CURRENT TRENDS OF THE INDIAN MEDIA SYSTEM

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**Research methodology.** In order to determine the current trends of the Indian media environment the systematic analysis of the mass media of the Republic of India was implied. Economic, political, legal, and social factors were under consideration during the process of analysis.

**Results.** Media environment of the Republic of India is not only a powerful economic sector, but also an essential component of the global communication sys-tem. Now, leading world print media talk about the circulation crisis and advertising downturn. At the same time Indian newspapers and magazines are enlarging their audience both in quantity and quality aspects. The magazine publishing doesn’t remain aloof. The trends of diversification are included in the publishing sector. These trends can create homogeneous groups, which are attractive for advertisers. The sector of TV and radio strengthens its influence. It occurs in the asymmetric dual model of broadcasting. The growing presence of Indian media in the network takes place at the same time. We can say, that the availability of the Indian modern media system has positive development perspective.

**Novelty.** It is for the first time that the systematic analysis of the Indian media environment is done.

**The practical significance.** The results of the investigation can be used for further study of the Asian media market.