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Effects of Media in Our Indian Society

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ABSTRACT

Media is a platform, which creates awareness and to discuss their issues, opinions in the society through various media channels like TV, radio, newspaper, magazines, and latest Internet, human being live in a society, and whatever incidents happen in the society, it affects everyone as a whole in different manners, so this paper describes about the Media, its effects on the society in the form of different media tools or platform, impact on individual, group, family or others.

Keywords: Media, Society, Democracy, Social Governance, TV, Radio, Newspaper, Internet, Magazines.

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INTRODUCTION

The word 'media' is derived from the word medium, signifying mode or carrier. Media is intended to reach and address a large target group or audience. The word was first used in respect of books and newspapers i.e. print media and with the advent of technology, media now encompasses television, movies, radio and internet. In today's world, media becomes as essential as our daily needs. Media of today is playing an outstanding role in creating and shaping of public opinion and strengthening of society.

Media is the sword arm of Democracy, Media acts as watchdog to protect public interest against malpractice and create public awareness in this era of liberalization, privatization and globalization (LPG) the world has reached our drawing room thanks to media, without media, the news of government schemes and benefits would have never reached the target audience.

Media is a double edge sword which creates awareness and encourages people to act in a progressive manner in Indian Society, it can be in the form of TV, News channels, Newspapers, Radio, journals, magazines and most internet which are increasing at leaps and bounds.

In present scenario, media is proved to be the basic foundation for development of society all over the world, more importantly this is very true in the context of bigger democracy like India.

The Media plays a constructive role in today's society in increasing public awareness, and collects the views and information, and attitudes towards certain issues; media is the most powerful tool of communication in emerging world and increase the awareness in the real stage of society.

People watch on television, listen on radio, read to the books, magazines and the newspaper, everywhere we collect the information and some knowledge, and a part of this media has to present very responsible role in our society.

Media defined as communication channels through which news, entertainment, education, data or promotional messages are disseminated. Media includes every broadcasting and narrowcasting medium such as newspapers, magazines, TV, Radio, Billboards, direct mail, telephone, fax, and internet.

Simultaneously, Media is also considered as a mirror of the society. The main objective of it is to inform, educate and entertain the people. Now-a-days, media has solely become the voice of some political parties. We must not forget the fact that there are some honest communication forms also. These forms often put their lives at risk to inform us about an event or activity. These events/activities may be in the form of a terrorist attack, natural disaster and sting operation to eradicate the social evil, viz. corruption and/or other crime related news. Thus, these forms result in creating awareness amongst the society.

If the all communication forms play their respective roles honestly and cohesively, no one can either weaken the strength of our society or stop the development of our nation.

Objectives:-

1. To discover the Functions and Responsibilities of Media,
2. Role of media in Good Supremacy,
3. To analyze the relationship between Media and Social Development
4. To analyze the socio-economic and cultural impact of Media in Society.

Functions and Responsibility of Media

It is the social responsibility of the media not to mislead the public but to guide them onto the right path that will provide them with the right direction to adopt in life. In fulfilling this social obligation, many negative consequences/problems can be avoided.

The media is responsible for seeking out truth and reporting it in an accurate and responsible manner; and guiding readers and audience towards the benevolent way. Thus, the mass media is able to perform an important function that should be characterized by truth, goodness and aesthetic values; Society is greatly dependent on the media for information. Many believe the mass media totally. Thus, the public's way of thinking is shaped by the media.

The mass media plays an important role in enabling the creation of happy homes and a harmonious social environment. If only media reporting could place more importance on the positive side of happenings in the society at large, and point the way to the good, then there is still great hope for the future. In today's turbulent society, our documentary volunteers, as well as staff, should ensure that trustworthiness, truth, sincerity, and righteousness are the bases for reporting.

A. Information:

Spreading of information is the major function of media. Since information is knowledge and knowledge is power, media offers authentic and timely facts and opinions about various event and situations to mass audience as informative items. Information provided by media can be opinionated, objective, subjective, primary and secondary. Informative functions of media also lets the audiences know about the happening around them and come to the truth. Media disseminates information mostly through news broadcast on radio, TV, as well as columns of the newspaper or magazines. Moreover, advertisements are also mainly for information purpose.

B. Education: Media plays an important role to educate the Society side by side. It provides education in different subjects to people of all levels. They help to educate people directly or indirectly using different forms of content. Distance education program, for example, Dramas, documentaries, interviews, feature stories and many other programs are prepared to educate people indirectly. Especially in the developing country, media is used as an effective tool for mass awareness. For eg. In context of Nepal, media have been successful in eradicating various traditional and evil superstitious practices from society through continuous advocacy.

C. Entertainment: Media is also viewed as the most noticeable function of media. Actually, entertainment is a kind of performance that provides pleasure to people. Media fulfill this function by providing amusement and assist in reducing tension to a large degree. Various mediums like Newspaper, magazines, radio, television and other online mediums offers stories, films, serials, and comics to entertain their audience. Sports, news, film review, columns on art and fashion are other instance. It makes audience recreational and leisure time more pleasurable. But these days, media have comprised information and education through entertaining programs. The fusion of entertainment and information is called infotainment. Similarly, the inclusion of education in entertaining programs is regarded as edutainment.

D. Persuasion: Media contents build opinions and sets agendas in the public mind. It influences votes, changes attitudes and moderates behavior. Using editorials, articles, commentaries and among others, media persuades audience. However, all audiences are not well known about it. Many of them become influenced or motivated unknowingly towards it. Advertisement is the example which is designed to influence / convince, Along with the above mentioned general functions, media performs some specific functions too. Hence, the specific functions of media are explained below:

- E. Interpretation:** The media do not supply just facts and data but also explanations and interpretation of events and situations. Media offer various explanations correlating and interpreting information to make the reality clear.
- F. Linkage:** The function of media is to join together different elements of society that are not directly connected. For instance: mass advertising attempts to link the needs of buyers with the products of sellers.
- G. Socialization:** Socialization is a process by which, people are made to behave in ways that are acceptable in their culture or society. Through this process, we learn how to become a member of our society or human society in greater sense. The media has the responsibility to give readers, viewers and listeners accuracy and accountability. Nonetheless, the media should uphold fairness and meticulousness (Pulliam, 1996-2012). For this purpose the media has assembled into the most crucial aspect of our era, influencing every citizen settling the unease relating to media responsibility today, but also challenging to characterize the importance of the responsibility.

Role of Media in Good Governance

Good governance has been considered important since ancient times while the media in its present day avatar is a relatively new industry. The media has no defined role in governance. It doesn't have the power to change any decisions made by the various arms of a state--the legislature, executive and the judiciary. Yet, the media plays one of the most important roles in the functioning of any society. This is true in a global context as well. Recently, The Guardian and The New York Times, two large media houses were responsible for uncovering information on the violation of privacy laws by the US government tapping communications of officials from other countries. Similarly, in India, the media was primarily responsible for revealing corruption in the coal, telecommunication and environment sectors. Media, thus, brings illegal practices to the people's notice. A vital element in ensuring good governance.

The media protects the rights of citizens, especially the less privileged and whose voices go unheard. This function helps countries like India where the judiciary is overburdened. It brings to the judiciary's notice, incidents that would otherwise have been ignored.

The case of the IAS officer Durga Shakti Nagpal, who was suspended for no reason and the case of Jessica Lal's murder are just two examples of how the media has protected individuals and ensured that justice is done in society.

The media is responsible for bringing opposition to poorly performing institutions. It also plays a crucial part in bringing help to areas affected by natural calamities, as it happened after the 2004 tsunami that devastated areas surrounding the Indian Ocean, It does this by encouraging the people responsible to provide good governance.

In the 1999 Kargil War, a news channel was blamed for revealing strategic data, which led to the death of Indian soldiers. If the media is not responsible, it will end up doing more harm than good. Media persons must draw a moral line regarding their jurisdiction.

Nonetheless, the media has the power to shape peoples' opinion. With this power, they are more accountable to increasing the quality of governance. Thus, it becomes even more important for the media to look into the criticisms it's received and make the changes required. It is essential to have a watchdog that is sincere and loyal to its true owners (the citizens).

Relationship between Media & Social Progress: -

Historically, the media was born as organs of the people against the feudal oppression. The print media was widely used to prepare and organize the people during the French and American Revolution. The people were able to know the thoughts and teachings of great thinkers from various part of the world. During India's struggle for the freedom, the leaders like Mahatma Gandhi, Tilak, Nehru etc. used the print media extensively to reach the masses. In present times also, print media is very popular international issues. The newspaper tends to be neutral on most subjects, and is catering to mostly intellectual people.

The radio broadcast medium is very popular in rural areas. The radio reaches the remote parts of the country and it is very simple to use.

The growth of this medium is very important for the inclusive growth of our country as most of the people have access to only this medium. The TV medium has the maximum impact on the mind of

the people due to its presentation. People are able to catch real time event in form of breaking news. The latest is the internet based medium, here the reach is immense restricted only by the penetration of internet. The message is just flashed on the website and millions of people can get the information at their convenient time.

Recently we have also witnessed a case of media activism, in some high profile cases such as Jessica Lal and Aarushi Talwar. In both these cases media went an extra mile to do its investigation and the accused were pronounced guilty before the verdict of the judiciary.

In cases where injustice is done, it is a right for media to bring it to the public attention, but it should leave the decision making to the judiciary.

Social, Economic & Cultural Impact of Media in Society: -

The mass media possesses a great deal of influence in today's society such as high profile court cases and news events. Newspapers, radio, magazines and television are able to use their own judgment when reporting current events. In today's landscape the media has used its position to sway the minds of many individuals in society

Furthermore, the media can shape opinions of the public relating to other issues as well, such as politics'. In the political world, the media holds great influential power on the politics themselves and social change. History has witness to the fact that media has successfully molded the opinion of the public on many controversial subjects in politics'.

CONCLUSION

The media do not merely have an instrumental function in society, they also shape norms, beliefs and fields of interest in matters such as identity-building, 'regionalization', the formation of the multicultural society. In developing country, especially one with as much widespread poverty and mis-governance as India, media has a special responsibility that perhaps our counterparts in developed countries may not.

What do the media do? It supplies good content to the people via a good communication infrastructure. In the words of Marshall McLuhan, the medium is the message because the medium is constituted by the people, and the message (or the content) is also supplied by the same people. The idea is to bring together media and society.

It is about bringing information to the people, getting them to think, and getting them to realize their responsibilities towards the nation.

In Indian democracy media has a responsibility which is deeply associated with the socio- economic conditions. The present scenario is not quite encouraging and certain areas need to be addressed. The self regulatory mechanism across media organizations need to be strong enough to stop anomalies whenever they occur. Agencies like Press Council of India need to be vigilant to stem the root.

Hence, the Media has the responsibility to give readers, viewers and listeners' accuracy and accountability of information. In addition the media has built into for the most part fundamental feature of our era, influencing every citizen rather it is politics, the law, or other social issues.

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