

# Assignment internet and mobile mass communication belongs to

[Art & Culture](#), [Music](#)



ASSIGNMENT Topic: Role of Media in the Society

SUBMITTED

BY, AFSAL PEETTAYIL16397005Sec BDMS Introduction:

Media is

considered as the 4th pillar of the society with the other three being legislative, executive and judiciary. Media plays an important role in the welfare of the society, working as an informer, an educator, an entertainer, and influence various aspects of human life in numerous ways. It plays multiple role in society which include collection and dissemination of information, transmission of social and cultural values, and a source of education and entertainment. Media also provide the public with information upon which views can be expressed and decisions can be made about political and social issues.

It also helps in promoting the right things at a right point of time and can make use of any situation to create a sensation around the people and the society. Media tell the world about what is right or wrong and analyse all the events occurring all around the world. Thus for the society, publicly accessible media is a privilege and obligation. There are various types of media which includes broadcasting and narrow casting medium like newspapers, magazines, TV, radio, billboards, direct mail, telephone, fax, and internet etc. Broadcast media transmit information electronically through several mediums like film, radio, music and television.

Both Internet and mobile mass communication belongs to digital media. Internet media includes services as email, social media sites, websites etc. Outdoor media transmit information through AR advertising, billboards, blimps, flying billboards, placards or posters placed inside and

outside buses and other public transport, commercial buildings, shops, sports stadiums, subway cars, or train etc.

Print media transmit information via newspaper, books, comics, magazines, or pamphlets etc. Event organizing and public speaking can also be considered as various forms of media. By objectively circulating all manner of information and opinions, the media can be a most useful building block that joins together the functions in our communities. At the same time, the media can be used to subjectively and selectively control the distribution of the same, and by distortions of content, become a deadly weapon to the very civilization that it proposed to serve. Thus it is up to a society to maintain the health of its media, and if adversities occur, then the consequences are entirely your own.

The Role of Media in the Society: Media plays an important role in shaping the mind and life of people to a great extent.

- 1 Media provides new and information about events occurring all around the world.
- 2 Media helps in educating people about the issues of the society.

- 3 Media helps in the effective functioning of a democracy. They inform the public about government policies and programmes and cons and boons of these policies. Thus it helps the people to voice their feelings and compels the government to make necessary amendments and changes in their policies or programmes.
- 4 Media also acts as a trigger and a chance-maker in the development of the society.
- 5 It is a source of entertainment.
- 6 Media helps to bring closer the different sections of the society and also different regions.

7 Media helps in the political and democratic functions of the government of a country. 8 Media promotes the growth of trade and industry through advertisements. 9 Media helps to bring about significant changes in the society. The citizens of a country must productively participate in the decisions that shape their lives in order for development to be just and sustainable. Participation of an informed citizenry is crucial. A free and independent media should supply timely and relevant information to citizens to keep them informed about the issues occurring in the society and to demand higher social standards from the society. From the earlier time onwards, media has remained an important and integral part of human civilization.

Media has always taken a pivotal and crucial role in shaping our society from the days of Vedas and Upanishads to edicts of emperors like Chandragupta, Asoka to the medieval Indian historical occurrences and gatherings to the modern day's highly developed audio, video and print media. During India's freedom struggle for independence from the colonial authorities, newspapers like Bal Gangadhar Tilak's Maratha, Mahatma Gandhi's young India, The Socialist etc acted as a platform for the common masses to convey their demands and to express solidarity with freedom fighters. The Indian media grew tremendously after the independence and today comprises of more than 50, 000 channels, newspapers.

Visual media has become a very potential tool in informing the current news, entertaining the people and shaping up of public opinion and expressions since the introduction of television in our country in late 70's.

The social networking sites and WorldWide Web have given rise to electronic media where even a common man can express views through blogs, websites, Facebook and Twitter, Instagram etc. Along with print media, all these audio, video and social media constitutes a richly diversified media industry in India. The content that media provide the public with is always closely related to the material and spiritual development of the society and also at the same time, the way the media operate can reveal the political, economic and cultural level and freedom of that society. Throughout the history, we have witnessed media producing and agitating against worst possible cases of committed crimes against humanity and human race. And their role after the ending of the war has rather significance in terms of searching for the truth and reconciliation and also in giving due respect to the victims.

Besides that, providing information and facts about the suffering of the both sides also shows a significant step taken towards the development of general empathy in the society. Media acts as a link between the government and the common man. It is a very powerful tool which has the ability to make and break the expressions and opinion of the society. Thus for proper functioning of a democratic system and the network of the media, transparency and accountability are a must.

But the nexus between corruption and democrats along with the dirty politics seems to have snatched away the peace and harmony of our country. This dangerous politics played by the democrats including the politicians, the bureaucrats, the notorious criminals is far away from the heights of

disastrous politics played by the media. They throw the whole society into an inferno for achieving their vested interests. To protect public interest against corruption, malpractice and create public awareness, media acts as watchdog. Today when politicians are taking full advantage of their positions and are engaged with corruption and making the life of the common man miserable and when taxpayer's money is snatched away for the personal gain of the rich and powerful, the ordinary people become a mere spectator and in this scenario, the media has a greater responsibility as the fourth pillar of democracy. Media has a very important and crucial role to act against the inequality, injustice, oppression and discrimination of our society.

By carrying out relentless campaign against the oppressors and corrupts, media helps in fighting against corruption and discrimination of the institutional machinery. It is important that the media should adhere strictly to its code of ethics while performing its role of watchdog. The media, because of its professional responsibilities has free access to all sources of information and it must hold this right only for the pursuit of truth and the affirmation of the ideals of communication and must stand for the unity of the society. The responsibility of the media must disseminate to the public only the true information and must avoid all distortions and manipulations of facts and information. When gathering news, the journalists must not resort to illicit and wrong ways to obtain information or omit essential information or falsely represent information.

But just like the two sides of a coin, media has negative impacts too.

Manipulation of the psyche of the audience by the media is a dangerous act

and should be discouraged entirely. The juggernaut of media is a double edged sword because if used properly it can prove to be good for the society but if not, when it falls into the hands of wrongdoers, it could result in the total destruction of a peaceful society. The various negative sides of media are:

1. Manipulation of information: The biggest drawback of media is the manipulation of information and the lack of authenticity.

Unfortunately, there is no definite way of checking the genuineness or accuracy of the information and often the final version is manipulated or distorted which can result in biases and wrong messages.

2. Lack of focus: The media often resort to sensitize the information for TRP ratings and to secure a wide audience, and this creates a lot of confusions and dilemma and most of the time, completely lose focus on very crucial piece of information. This leads to conflicts and chaos and the wrong channelling of news and facts.
- 3.

Health hazards: Spending too much time in the social media websites, continuous use of networking sites and long hours spend on internet surfing idly is a big threat to the health. Health issues like obesity, eyesight problems, headaches, migraine, back pains, disturbed sleep and lack of focus and concentration are some major issues the society is dealing with.

4. Cyber bullying: Cyberbullying and stalking has become common due to the easy availability of social networking sites and other websites. It is a great danger to the privacy of individuals. It is essential that the respect for the private life of persons and human dignity and various rights concerning the protection of individuals against bullying, defamation, calumny, stalking,

slander and malicious insinuations must form the most important ethics of the media norm. The negative psychological effects of media can adversely change people's outlook on life. Media holds a very influential role on the cultural and moral values of society.

The audiences tend to believe in what is depicted by the media, especially the youngsters and children, who are prone to mix together the reel and the real life under the negative influence of the media. Also long hours of exposure to media can add to the sedentary nature of one's lifestyle and health. Conclusion: Over the past 500 years from its beginning, the influence of media in the society has grown exponentially significant with the advance of technology. Initially, there were the traditional mediums of books, newspapers, magazines, photography, sound recordings and later on films, radio, television and then there emerged these so-called new media, the Internet, and the social media networks. To keep their lives moving through daily activities like work, education, healthcare, leisure activities, entertainment, travelling, personal relationships etc, now everyone depends upon information and communication facilities rendered by various Medias. It covers a wide variety of people's interests and acts as a huge consortium of people working together.

It has a tremendous impact on every aspect of our lives. By providing a line of communication between the government and the common people, media plays the role of a common carrier. In a developing country like India, the media have a great responsibility to fight against discriminations



and oppressions suffered by backward and minority classes, communalism and also against the ongoing emergence of fascism. It also has a significant role in helping people in their struggle against poverty and various social evils such as casteism, superstitions etc. Even now, a large section of the Indian society is backward and ignorant and thus, it is also the responsibility of the media to bring about significant change and improvement in their lives.

Thus, the media do not merely perform an instrumental function in the society. They also shape norms, beliefs and fields of interest in various matters such as identity building, regionalization etc and also play a very crucial role in the maintenance of a harmonious multicultural society. .