

Role of media



Role of media What is media ? Media is a communication channel through which the work of awaring people is done. Media plays a significant role in our society today. It is all around us, from the shows we watch on television, the music we listen to on the radio, to the books and magazines. Media plays a very important role in the building of a society. Media has changed the societies of world so much that we can't ignore its importance. Media is a source of information or communication and plays a vital role our society and is a part of our life. Media is a bridge between the governing bodies and general public.

It is a powerful and flexible tool that influences the public to a great extent. It can change opinions of the people because they have access to people giving it a lot of strength. It is rightly said by Jim Morrison, the English poet that whoever controls the media controls the mind. This strength can either be used constructively by educating the people or it can be used destructively by misleading the innocent people, the most important use of media is to educate the people about the basic human rights. What are the responsibilities of media ? The main roles of media are: . They should act to inform the public and provide unbiased and informative reports. 2. They should cover communication gaps between different sections of society and build a sense of unity among people. 3. Media should critically analyze government policies, corruption and social and cultural issues in the society. 4 Media should discuss positive things equally well along with the negative. But now days media doesn't provide the correct news and information. Since there are many channels, all them want their TRP rate to be high and they in seek of money.

So just want some sensational news to catch the viewers stay tuned. At times Media is necessary evil as it controls the undesired events. It conveys public sentiments quickly. But many times in search of 'Breaking News' it crosses its limits. Sometimes it even encroaches private life of individuals and worst thing it is giving birth to intellectuals who do not have any valid opinion. Bad incidents happen, and the rate of that is more in India but still they are many good and positive things which either don't get place in news or a very small share.

I am of the opinion that media should keep in mind their responsibility towards the society before publishing any material and should always provide unbiased reports . What are media's influences ? Media influences are used to refer to the theories about the ways in which mass media and media culture affect how their audiences think and behave. Positive influences : 1. Right to Information Act 2005 mandates timely response to citizen requests for government information.

It is an initiative taken by Department of Personnel and Training, Ministry of Personnel, Public Grievances and Pensions to provide a- RTI Portal Gateway to the citizens for quick search of information on the details of first Appellate Authorities , PIOs etc. amongst others, besides access to RTI related information / disclosures published on the web by various Public Authorities under the government of India as well as the State Governments. 2. The awareness about various topics like corruption, water availability, foreign affairs, India's economy, various policies, etc. s provided through media 3. It also warns the public if any possibility of natural or man-made calamities such as cyclone, terrorist attack, epidemics, etc. Negative influences : 1. In

2008, The Lancet published a study indicating that North American young boys were negatively influenced by portrayals of violence on television. This often resulted in short term fearful or aggressive behavior. 2. In 2006, an Associated Press article reported the negative effects on self-image of both men and women, the result of the use of unrealistic models in advertising. However, this is a contentious issue.