

## ROLE OF MEDIA IN SOCIAL AWARENESS

Sashwat Yogi

Research Scholar, Joseph school of Business Studies, SHIATS, Naini, Allahabad, UP

[sashwatyogi123@rediffmail.com](mailto:sashwatyogi123@rediffmail.com)

In the world of today the need of media is required as like the breath of society. It play the role of mirror in the society media like newspapers, radio and television play the role of acting as a bridge between the government and the people. As an example- The government decides that the prices of petrol and diesel will either be increased or decreased. That decision needs to be conveyed to the people. This is done by the media. The media not only aware the people about it but also explain the effect of that decision taken by the government on the people. media, gives it impact to people's attitudes and habits, For example- various diseases like HIV/AIDS Many of us think that by touching people suffering from these diseases would be infected.

In fact many of people heard on radio or watched it in television programmes or Read messages which tell us that by touching an HIV/AIDS patient we do not get infected.

In the late 20th Century, mass media could be classified into seven mass media Industries: books, newspapers, magazines, radio, movies, television and the internet. With the explosion of digital communication technology in the late 20th and early 21st centuries, a classification called the "seven mass media" became popular. In order of introduction, they are:

**Print** - From the late 15th century

**Recordings** – from the late 19th century

**Cinema** - From about 1900

**Radio** - From about 1910

**Television** - From about 1950

**Internet** - From about 1990

**Mobile phones** - From about 2000

Five characteristics of mass communication have been identified by Cambridge University John Thompson

- Comprises both technical and institutional methods of production and distribution" This is evident throughout the history of the media, from print to the Internet, each suitable for commercial utility.
- Involves the "co modification of symbolic forms", as the production of materials relies on its ability to manufacture and sell large quantities of the work. Just as radio stations rely on its time sold to advertisements, newspapers rely for the same reasons on its space.
- Separate contexts between the production and reception of information to the people.

- Its "reach to those 'far removed' in time and space, in comparison to the producers".
- "Information distribution" – it is a "one to many" form of communication, whereby products are mass-produced and disseminated to a great quantity of audiences.

The areas where role of media is important is-

**News & Current Affairs:**

The media cover all aspects of our interest like weather, politics, war, health, finance, science, fashion, music, etc. One of major duties of media today is to inform the people about the latest happening around them and the world. As when the terrorist attacks takes place the role of media become very important, because it pass the message to rest of world.

**Political Awareness:**

The media informs all details of all major political situations, decisions and scenarios. Hence people can better understand their rights and make better decisions. Media is the base of the political system. If it plays its role honestly, it will be a great force in building the nation. It plays a great role in bringing common man close to their leaders.

**Education:**

The power of media is so extensive and huge, it can be used to educate people with very little cost. Imagine a classroom in every city with thousands of students being taught by just one teacher. But unfortunately, because of money - making approach of media and lack of interest by government, very less work is done in spreading the education.

**Public Announcements:**

Arrival or departure of flights and trains, etc. In some cases, it is legally binding to publish notices in newspaper like tenders, change of property ownership, etc. Various authorities and agencies utilize the power of media to spread informative messages to public.

**Advertisement:**

Almost all business concerns use the power of media to sell their products. They advertise in media for the enhancement of business purposes. Huge amounts of money are invested in media for marketing of a product. The more attractive the advertisement, the more people will follow it.

**Entertainment:**

The original idea behind the creation of various 'media means' was to entertain masses. Radio, TV, cinemas and magazines spend most of their resources targeting on entertaining items and programs. Because of the growing population and developing lifestyle, the demand for more entertainment is increasing.

### **CORRUPTION AND ROLE OF MEDIA**

It helps to build public opinion against corruption. It is as a platform for common people to pass there grievances. Media helps to fight against corruption with the tool as like-

- R.T.I
- Public opinion
- Sting operation
- Holding public debates

### **CORRUPTION IN MEDIA**

In media it is increased influence of media and money in india electoral politics. A lot of information is manipulated by media. Now commercialization of media affecting itself. There are lot of plus points for use of media but there are also many disadvantages associated with it. Media has the bad effect of inducing baseless ideas through advertisements. People are forced to buy harmful or substandard products. Sometimes, the Media develops unnecessary sensation and distortion of truth to attract attention. Because of its power to build public opinion, the influence of media can make or break the government.

Lack of local or specific topical focus is a common criticism of mass media. A mass news media outlet is often forced to cover national and international news due to it having to perfect for and be relevant for a wide demographic. As such, it has to skip over many interesting or important local stories because they simply do not interest the large majority of their viewers. An example given by the website Wise Geek is that "the residents of a community might view their fight against development as critical, but the story would only attract the attention of the mass media if the fight became controversial.

“Press council of India” is a regulatory body of media which investigate and suggest its recommendations. For peaceful co-existence of all three pillars in democracy, only media is not responsible to respond them which are:-

- Beaurocracy
- Judiciary
- Government

Role of public is also very relevant for successful performance of media, it needs a strong society participation in awareness of media and themselves.

### **REFERENCES**

- Wilkes, Jurgen (2011). *Media Genres*. Institute of European History
- [www.presidentofindia.nic.in](http://www.presidentofindia.nic.in)
- [www.5thpiller.org](http://www.5thpiller.org)
- [www.google.com](http://www.google.com)