



Role of Media in Indian Democracy An Analytical Perspective

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“India a youngest country and oldest nation”

Abstract:

The above saying talk about a country having an oldest civilization, and presently which having a median age of 25 years. India is country with world largest constitution and a democratic nation even after its 200 year long salvation from British. But there is a question in real sense the democracy is prevailing in India ? The previous researches show that a change is observed in the mentality, thought process, assumption and in the mental status of the common man of India. Who is responsible to bring all such changes in the attitude of people ? The research work is an effort to explore the role of media as a revolutionary factor in Indian democracy.

INTRODUCTION

As the media becoming an integral part of our routine life. The popularity of media is because it is playing a very constructive role in today's society. The role of Media is not limited till the entertainment or just to providing routine updates. Media is becoming a vital element of our life as it can break a long sleep of Indians. Media is increasing public awareness and collects the views, information and attitudes toward certain issue. The new era may be termed as an era designed, developed and maintained by the media. Media is the most powerful tool of communication. It provides fact which enables us to think in all dimensions with logic. It can increase the awareness and presents the real status of society. In present scenario when Knowledge and awareness are pivotal elements of every successful life. Both of the things come into individual's life by media. Hence there is a huge and grand role of media. We are surrounded by the media, when we watch on Television; listen to on

the radio; read to the books, magazines, and newspapers, even when we are using various applications on our mobile phone.

PURPOSE OF STUDY

The purpose of this paper is to analyze the impact of media on peoples' mind and role played by the media in social awareness. The special consideration is given to identify the role played by media in increasing the voting percentage in the recently held assemble elections in few of the states in India. As in same flow increase in Voting percentage in upcoming Lok sabha elections is also observed and expected. The research is an effort to provide evidence regarding the political communication in India and perceived development in individual's thought process.

OBJECTIVES

- 1 To identify the role of Media in Social Awareness.
- 2 To identify the critical issues unveiled by the media in India.



3 To identify the role of media to increase voting percentage.

RESEARCH METHODOLOGY

Source of Data: Data collected from both primary as well secondary sources. The sources used to gather secondary data is websites magazines, news articles etc. Where as to collect primary data unstructured interviews were conducted.

Sampling Technique: Respondent selection for the data collection was made through convenient judgmental sampling.

Sampling Size: Around 100 respondent were targeted, belong to different religion, profession and age group.

Tools Used: percentage analysis is used to examine secondary data collected, from various respondents.

POSITIVE ASPECT OF MEDIA

1 By the reporting of newsworthy issues media has shown their responsible attitude towards society.

2 These are the efforts of media through which Indian youth can play a judgmental role by participating in voting.

3 The role of media in woman empowerment is incredible.

4 Media may considered as a mirror of society. Media having power to portray the real picture of any political scenario. Now a day's media has contributed for the same.

5 It is an effective tool for getting the public opinion.

6 Government Media Agencies/ Department: it is mechanism used by the central and state governments to inform the public about their policies. These agencies of the central governments function under the Union Ministry of Information and Broadcasting. As the name suggests, it has agencies and departments in:

(a) Information and
(b) Broadcasting.

These agencies give out information about the policies and programmes of the government. Similarly, every state government disseminates information about its policies and programmes through its media agencies.

NEGATIVE ASPECT OF MEDIA

1 If media becoming completely prejudice in favour of one political party or candidate then definitely by this conduct the innocent people get deviated in their selection.

2 It is responsibility of media to sharpen the thought process of the viewer, audience or readers but not to misguide them by hammering over the mind of the people with vague, incorrect and prejudiced information. Most of the time it is observed as a common practice.

3 Now a days it is observed that to earn money and to increase the TRP of the programs news channels preferred to telecast controversial matters and sensationalise news.

DISCUSSION

1 From the study of secondary data is observed that in last election the voting percentage get increased. The voters come out from their houses and had used their right of voting successfully.

From the reference of India Today's article of April 10, 2014 - we come to know that in 2009 voting percentage was 51.85 percent. In 2004 it was even lower at 47.09 percent. In the Delhi assembly elections in November, the voter turnout was 66 percent. If we talked with the people we come know that social awareness advertisement which has been telecasted, broadcasted and published since last few month through various media sources, bring change in their thinking.

Democracy is by the people; for the people; and from the people. The statement about



the democracy is present in the book from a very long time but it is media through whom people can realized that what does the definition means ?

The celebrity endorsement to voting campaign is highlighted by the media which stimulate Indians a lot to vote for nation.

1 TRP of Open debate forum, messaging social networking sites are enough to gives evidence about the role of media to bring revolution.

2 Female power empowerment and increased participation is again the results of media.

3 During all these years the Indian mass media has successfully performed the following functions:

Supporting objective news and informative programs so that people can make quick decisions.

Cultivating alternative media, so that multiple voices and opinions will be heard.

Mobilizing popular participation in the transition process.

Multiplying the impact of transition activities by disseminating information on successful local peace and participatory efforts.

4 It also plays a vital role in mental development of a nation.

5 India which is considered as an complete democratic nation, has to utilize the power of media completely.

CONCLUSION

Inspite of being sensational and biased, the role of media cannot be neglected. From the honest media has no doubt done a lot. Media's services despite its grey shades have its marvelous befitting outfit in modern scenario.

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