
The Role of Electronic Media (Radio & TV) In Bringing Positive Change in the Society

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ABSTRACT

Today, we are living in a world dominated by media. The mass media is increasingly occupying the central stage in our lives. It has an iron grip on the imagination as well as thinking faculties of the society. The programmes and features served by the mass media instruct people not only what they should eat, drink and wear and groom them but also at times provoke them to commit heinous crimes because the real message of the program of the mass media remain out of approach and understanding of the common man. However the positive role of mass media in molding the society cannot be overload.

Mass media which is also called the fourth estate of democracy, commands, awe and respect common man and society in large, it is the most effective instrument with the potential to bring about the downfall of the despotic rulers of the world. It is most powerful investigative machinery that exposes the injustice operation, partially and misdeeds of the society. In a materialistic world of today in which everybody is hankering after power and prosperity and indulging in every kind of malpractices, it is media which brings all these things to notice and make public opinion against them. It is the media that creates public awareness.

Today politicians are misusing their powers and looting their countries and the general public is helpless and mere spectators. The role of mass media assumes greater significance and acts as the supervisor of their rights and privileges. Due to the roles of media it is called the fourth pillar of democracy.

The role of media is very significant in a democracy. It is the guardian of public interest. Thus, media should focus on performing the noble role of enlightening people, broadening their vision and making them vigilant towards the larger goals of creating civilized and prosperous society.

What is desirable is that media should be responsible and accountable and should mould the opinion and culture of the people to make India in a good society and good nation.

Keywords: Democracy, Media, Nation, People, Society

INTRODUCTION

‘The media’ is a broad term encompassing a variety of content provided to the public, or sectors of the public, over a range of platforms. There is no closed list of content provided by the media: news, politics, business, current affairs, entertainment, motoring, gardening, religion, home decor, fashion, food, celebrity and lifestyle are some of the many topics covered by the media. We are living in democratic country but we have to need some weapon for it survival. There are a variety of medium for communication like electronic media, print

media, internet and mobile communications but Television and radio are playing imperative part. Where new media can't reach, radio is fulfilling its responsibility.

Present research focuses on electronic media (radio & television) and its impact on society. We can easily make out that the role and objective of electronic media is to bring change in the society. From last decade electronic media has got freedom and at the present time media has a powerful affect on individual's lives. Especially electronic media reshape the masses lifestyle and promote a global culture. The study measures diverse aspect of electronic media which influence the society. Here we will discuss the different aspect of media and changes conveyed by media in society.

THE ROLE OF MEDIA IN PROMOTING GOOD GOVERNANCE FOR GOOD SOCIETY

The electronic media have three basic functions; to inform, to entertain and to educate. The 21st century can be termed as the century of communication. However it had started in 19th century itself. Media grew with emergence of Radio. Television entered the arena in 1940s, followed by cable television in 1950s, and satellite television in 1970s. Lastly the personal computer gave access to Internet in 1980s. It transformed the interconnected computer networks through World Wide Web by the 1990s.

The Press Council of India (PCI) Chairperson Justice Markandey Katju said that the electronic media as well as online media be brought under the ambit of the body. The scope of Press Council of India (PCI) should be expanded by including the electronic media into its ambit.

He also added that the Press Council of India Act is dated 1966 when there was no television. Now there is a huge influence of television in our life. We have recommended that electronic media should also be brought under the ambit of the PCI.

In developing nation like India, media has an immense responsibility to fight, to present the things and contribute for good governance. Seeing that media is fulfilling its purpose and providing information to large audience, media whether it is television or radio are very well-liked and accepted.

We can see that Media is effectively presenting its visibility for good governance and it needs to be emphasized. It provides the wide information on variety of subjects or an issue; the issues and even problems are brought up by the media. Media always struggle for bringing new ideas and public voice.

Article 19'A' which provides 'Freedom of Speech and expression' is put into effect by media. In the age of information-based society, the media has an unreasonably visible influential role and unbiased. It is assuming that the good governance helps to maintain integrity and sovereignty of Nation as well as helps people to make them aware.

Now let's scrutinize the role of media in promoting good governance for good society through exercise like transparency, democracy, RTI etc.

Democracy is based and depends on the public awareness and knowledge but it can be not existed without media for the reason that it was media that sound and brought the public

awareness. Constantly, the objective of media was and is to bring transparency in government policies and to promote accountability in governance as to minimize the corruption and to ensure the public participation in governance and decision making. Media protect and enforce people's freedom and rights related to different issues. "Right to Information" Act came to bring to an end and minimize the corruption to promote accountability in governance.

By raising the issue like 16th Dec. 2012 was highlighted by media and help increasing and bringing cry of the society to the fore as result that government had to initiate various state and legislative measures so that such heinous crime could be caught. It also helped to make judiciary more sensitive and reactive at the failure of administrative machinery after that an environment has build up.

In its coverage media, either it is television or radio; every political or public issue are impartially analyzed and aired by Television and radio.

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PROTECTION FOR HUMAN RIGHTS BY MEDIA

Apparently, human rights instruments that freedom of expression includes the right to receive information and ideas. Media clearly and inherently protect the right to freedom of expression. The expressive and information rights of individuals and the media are thus inextricably intertwined.

Media can be narrowly focused by appealing to a particular interest also an appeal to a mass audience by being a full service television station or radio covering a variety of news and current affairs, whether local, national or international.

Media protects the rights women, child, disabled & minorities. It creates awareness and takes suggestions. Conclusion is that by major broadcasting media help many people to know the reality and help them to fight for their rights.

We have some emergency numbers which will help people when he would be in difficulty. 112- Worldwide number. 100- Delhi police. There are several products & when we purchase the product some amount of money is used for education for poor people or for children who can't get enough education.

SOCIAL INCLUSION AND THE ELECTRONIC MEDIA

The increasing influence of electronic media in India gives society to access to numerous sources for its improvement. Although in the 21st century the electronic media was

reenergized by the internet revolution but I think that the internet is an additional source of information. This paper uses observation technique for studying the impact of the electronic media in bringing positivity in society.

After the observation, I came to across that radio and television served as a tool for empowerment that allowed society to take an opportunity to seek accountability for its action and enhancement.

In this paper I tried to study the impact of the media on society participation in India. In India and other post-colonial countries television often becomes the “compelling medium for influencing a normative national consciousness of language, image and sound, television produces a vision of the society for its members. These productions link television with the political economy of nation building. The medium can work to socialize people, foment material desires, and normalize consumer relations.

OBJECTIVE

1. To know does Media' bring positive change in society
2. To find out the effectiveness of Media in good governance

METHODOLOGY

Being the study descriptive in nature it went through content analysis and observation technique based on acts compiled from various papers, websites, print media and electronic media required to meet the objectives of the study. Case studies have been made to know the effectiveness of media in good governance.

CONCLUSION

The present paper shows that diverse aspect of electronic media which influence the society. The Electronic media is determining to how and which information is shared for the welfare of society. The world of education, politics, government, and every social institution is touched by radio and television although the new media has arrived but the significant of radio and television is not diminished. These medium of communication are standing as safeguarding.

Although looking into the current scenario, over the country, there is a requirement of looking into the current media structure, media working and the developmental issues in context to media so that media can much effectively give its contribution to shape the society and legislative framework as well as ensuring its implementation.

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