

Indian Democracy, the Role of Media

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Abstract

Indian constitution ensures the privilege to Freedom of Speech and Expression in article 19(a) on the grounds that freedom to think, freedom to write, freedom to discuss with others, freedom to criticize, and freedom to dissent is exceptionally fundamental for the smooth working of democracy. Media assumes a fundamental part in the democracy. Media assumes the part of facilitator of improvement, disseminator of information and being a specialist of progress. Media acts as a watchdog of individuals. The principle point is that the media represents individuals, speaks to the interests of the general public, and serves as a check on the government. Today, media is viewed as the fourth pillar of the state. The idea of media ought to be fair-minded for its appropriate working. The study unfolds the role of media in the democracy.

Key words: Media, Democracy, Role.

“Give me the liberty to know, to utter, and to argue freely according to conscience, above all liberties” – John Milton.

Introduction

Democracy in general terms is understood to be a form of government which is subject to

popular sovereignty. It is basically a control by the general population which is as opposed to monarchies or aristocracies. One of the crowing glories of the democratic system is the freedom of expression and the space that is given to see from various segments of the general public. A democratic system can raced to its most extreme potential when there is wide interest with respect to the general mass which isn't conceivable without individuals getting informed about different issues. Reliable information assets are an imperative constituent of any democratic society.

This is the place media ventures in. Media constitute the fourth pillar of democracy. The role of the media is key in creating a democratic culture that reaches beyond the political framework and moves towards becoming engrained in the general population awareness over time. Media is providing the political information that voters construct their choices in light of. They distinguish issues in our general public and fill in as a medium for consultation. They also serve as a watchdog that we depend on for revealing mistakes and wrongdoings by the individuals who have

power. The role of media in a democracy is as critical as that of the politicians and should never be underestimated.

India has one of the biggest Democracies on the planet. It remains as a model for some developing democratic nations around the globe. Democracy is a type of government in which the decision power of the state is generally vested not in a specific class or classes, but rather in the members of the community. So democracy means rule of the general population. A democratic society grants freedom of speech and expression. We Indians have the freedom to think, freedom to compose, freedom to discuss with others, freedom to clarify, freedom to criticize and opportunity to contradict. Democracy demands the fulfillment of every citizen's right to expression. Media facilitates the process of empowerment of individual by giving an arena for public debate and by reconstituting private citizens as a public body in the form of public opinion. These days, media gives a stage to each person to practice his privilege of being heard. Innovative talk shows and public discussions organized by the media is now playing a major role in the enforcement of the right of freedom of speech and expression guaranteed under Article 19 (a) of the Indian constitution. Media in India has tried every possible means to fulfill the democratic goals. For instance, during

elections voters are instructed and educated to the point where they can comprehend the most imperative political issues.

In the event that the media didn't step up with regards to draw out reality before the general population then justice wouldn't have prevailed. The endeavors of the media are constantly focused towards lifting the cover to guarantee exemplary nature in the public eye. It utilizes compelling methods like sting operations, opinion polls and so on to depict the truth. Regardless of whether it is News paper, TV or web the target of each medium is to gather, dissect, confirm and display information with respect to current occasions, patterns, and different issues of this democratic country.

Objective

To explore the role of media in Indian democracy

Mass Media and Indian Democracy:

Every man needs food, clothing, health care and shelter for his physical survival. In the same way communication is regarded as necessary factor for the social welfare of the people. In the 21st century every individual is keen to be updated with the latest developments in all walks of life. It is here where the mass media comes in to picture which aims to reach out to a large audience. It carries out its functions through advertising, marketing, propaganda, public relations and

political communications. Mass media is now considered as an effective tool for supporting business and social concerns. But what role does media and information play in a democratic society need to be examined as there is still a dispute regarding the importance and size of mass media in Indian society.

Anti Corruption Movement and media

Anna Hazare started a Satyagraha (Fasting for a noble cause) movement for passing a stronger anti corruption lokpal bill in the parliament. He started hunger strike when the demand was rejected by Indian government. The movement involved the attention of the media and millions of supporters inside and outside of India. People showed support through social media such as Twitter and Facebook. Online signature campaigns like *Awaaz* got more than 10 lakh signatures in just 36 hours. This led government to sincerely consider the introduction of Lokpal bill in parliament.

Delhi Gang Rape and media

In December, Delhi gang rape case, which made people's cooperative anger to blow up and come out on streets. countrywide protests at the India Gate area in New Delhi was a people's movement and it was the principles of the people who made them come out and demand for justice for Nirbhaya. Social media played a vital role in mobilizing people to India Gate. No doubt TV was telecasting all

the developments in the case but it was Cell phone which was updating those sitting on streets. Every news item was reaching them on their Mobile phone via Facebook and Twitter etc. People received the reactions of famous people who are appreciated and hold a special position in society on Twitter and got bonded like never before. The enormous protests led the government to set-up Justice Varma Committee to bring changes in rape law. Later on the Criminal Law Amendment bill, 2013 was passed by the Lower House of Parliament on 19 March, 2013 and by the Rajya Sabha on 21 March, 2013. The Amendments brought stricter punishments for the rapists.

Indian Parliamentary Election 2014 and Media:

The 2014 parliamentary election is being called a social media election because it is the largest democratic election in the world to date and so much of it took place online. India's internet access also grew an unprecedented 14 percent from last year and is currently estimated to be at 243 million or roughly 19 percent of India's population. In 2009 elections, there was just a single active politician with 6000 social media of Twitter followers. In 2014 lok sabha election social media become the choice for people to connect in and consume political content. It was found that from the day elections were

announced to the day polling ended, 29 million people in India made 227 million interactions-posts, comments, shares, and likes, regarding the Indian lok sabha elections on Facebook. In addition 13 million people made 75 million interactions regarding Narendra Modi. Certainly, this was India's first election with such large scale of technology, open-access internet platforms to connect, build conversations, share, mobilize opinion and citizen action. By the time of oath as Prime Minister Narendra Modi had more than 16 million likes on Facebook, the second most for any politician in the world, and he was the sixth most followed world leader on Twitter. Modi's popularity carried the Bharatiya Janata Party (BJP) to victory with 282 seats out of the 543 seats in parliament, the biggest win by any party in India in 40 years.

Conclusion

Media is extremely essential for democracy. Democracy can't be successful without the Media, as it is the voice of individuals. The media plays an important role in each part of life yet a considerable measure is yet to be finished. It goes about as an impetus for democracy and advancement, makes public participation meaningful. If media functions without any bias, democracy is bound to work efficiently and the gaps in any democratic system can be plugged to the highest motivation

of people. If media is biased and favours only a particular candidate or group, it harms the smooth functioning of democracy. The primary motivation behind the media is to gather, break down, and display information with respect to current occasions, patterns, and different parts of this democratic country.

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