



Role of Media in Society- An Analytical Review

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Abstract

The present study has been attempted to examine that 'what is the role of the media in facilitating development in society as a whole. The main objectives of this paper are (a) to study the role of media in the process of bringing social change in less developed societies, (b) to assess the role of media in the field of political socialization of the poor sections of the society, (c) to examine the role of media with a view to the improvement of women's conditions in a transforming country like India, d) to determine the role of media in order to eradicate illiteracy from the grassroots level of the society, (e) to analyze the role of media in national development. The entire study is based on the secondary data. The study concluded that the positive contribution of media in development sector can't be ignored or denied at all. Thus, the media moulds the society in the package of progress and provide a proper shape as per the society demands by the time.

Key Words:- Media, Society, Social Change, Political Socialization, National Development.

Introduction

The purpose of this present research study is to describe the role of media in the progress of less developed society. The main thoughts of this study are focussed that the different communication channels of media are enhanced to bring out societal changes in rural areas which have their significant effects on education and health in particular. In a democratic country, media play crucial role in creating, moulding and reflecting the opinions of the downtrodden, weaker and socially excluded sections of the society. The richness of Indian media either it is print or electronic; it almost covers all the remote corners of the country. In fact, the media are still remaining at the helm of affairs in every part of the country. Media connects all the remote villages and unfolds the hidden agendas of the rural societies in which are now coming to the forefront of the society due to immense effect of media. The richness of Indian media either it is print or electronic; it almost covers all the remote corners of the country. In fact, the media are still remaining at the helm of affairs in every part of the country. Media connects all the remote villages and unfolds the hidden agendas of the rural societies in which are now coming to the forefront of the society due to immense effect of media.

The study is also analyzed that the effective role of media in all the spheres of society as well as national development of the country. The media are one of the major tools for shaping public opinion, disseminating programmes and policies of the governments, influencing behaviour of the people, maintaining peace in the society, facilitating development at the grassroots level, providing human rights education, highlighting social changes and promoting democracy and good governance that are the essential spheres of national



development those are carried out an effective role in societal development at large. Media is basically having a strong influence in the lives of human beings of a democratic society. It also touches the masses living in remote areas and circulates essential messages among the tribal groups of the rural society. There are various programmes such as poverty alleviation, employment generation, abolition of child labour, ensuring education for all, right to education, food security, rural electrification, safe drinking water, empowerment of women, promotion of human rights and peace programmes and so on, in which have been frequently made by the government for the up-liftment of the poorer class of the rural society. These programmes are abruptly distributed through various media channels to the needy section of the country. Therefore, the communication roles of media cannot be ignored in societal development. It's not only providing facts as news, but also analysing and commenting on the facts in which help to form the views and opinions of the masses of the country. The media are also regarded as the watchdog and a mirror of the society. It says watchdog because it speaks in favour of the people, focussing their interests on a particular thing. The impact of media on rural society is a matter of discourse today. It sets the social, political, economic and cultural agenda for keeping the society vibrant as well as nation in progress. In this research study, the role of media and its impacts on tribal society were minutely investigated and studied.

Review of Related Literatures

1. In his book on '*Mass Media in Contemporary Society*' Asemah E.S. (2011) observed that the media are agents of social change that can bring about positive attitudinal change in the audience; they set agenda for the people to follow in any society. The mass media are crucial to opinion formulation and eventual outcomes of events. The media are champions of human rights. They act as the eyes, ears and voices of the public, drawing attention to abuses of power and human rights, often at considerable personal risk. Through their work, they can encourage governments and civil society organisations to effect changes that will improve the quality of people's lives.
2. '*Mass Media and Society*,' Nagori Monika (2010) concluded that Media will have to consider seriously its contribution to the basic problems of the society and will have to become an instrument for nation building. It is not only when that the relevance of media to the society will be proved. Until then it will continue to remain confined to specific sections entertaining them, fantasising their life styles and keeping them less informed.
3. '*Role of Media in Society*,' Choudhary R. (2010) explored that people who attend to television news or newspapers are more likely to participate in electoral politics than those who do not. Television exposure in general, does not appear to be related to political participation or social capital. Instead, watching television news and reading the newspapers are more likely to be associated with political participation than watching television in general. Reading the newspaper is highly associated with level of education while watching television news appears to transcend educational distinctions. Newspapers may perpetuate the interpretations and practices of elites, while television news may be an appropriate vehicle to encourage political participation among diverse groups.
4. '*Media and Society: Critical Perspectives*,' Graeme Burton (2010) summarized some points about media influence and addressed that (i) media effects may be begin as much



as malign, (ii) the influence of media is collective rather than operating through any one medium or text, (iii) the media collectively operate within a range of other cultural and social factors which also condition possible influence, (iv) the influence of media is conditioned by a range of personal and social factors for the individual audience member, including their social upbringing and their immediate personal circumstances., (v) influence is conditioned by the context of reception, (vi) influence is more likely if the media text speaks of attitudes and values already held by the audience.

5. *'Mass Media and Social Change,'* Goel Suresh (2009) viewed that mass media plays crucial role in forming and reflecting public opinion and becoming a powerful tool for bringing about social changes. Media connects the world to individuals and reproduces the self image of society. Because of its immense ability to provide access to information, the mass media can play an outstanding role in promoting reproductive health and social changes affecting gender, reproduction and sexuality. In the developing world mass media communication provides a link to the global village and can play a culturally interactive role.
6. *'Women Development: New Approaches and Innovation,'* Sharma Rashmi (2009) remarked that television is the most powerful of all media of mass communication. It has brought not only the whole world into the homes of the viewers but has earned their confidence as regards its reliability. Its efficacy for women lies in the fact that they watch its programmes at an hour when they feel free from their other duties. The study found that the young educated women to be very responsive to the queries raised. Their response reflected matured judgements on most of the issues. It means that they have not merely watched the programmes but have deliberated on them as well.
7. *'Communication for Development: Reinventing Theory and Action,'* Prasad Kiran (2009) pointed out that the mass media are regarded as powerful intervening factors in the process of modernization and social development. Media's Commitment and support are seen as necessary for social reform and various movements towards achieving a better quality of life for women. The mass media are major forces which shape attitudes, beliefs and behaviour in contemporary times.
8. *'The Sage Handbook of Media Process and Effects,'* Nabi Robin L. and Oliver Mary Beth (2009) stated that a clear understanding of the range of mass media delivery channels; the changing and converging media environment; the communication equalities that exists; social, institutional, cultural and policy influences; and new and existing theoretical and methodological frameworks are all necessary to understand the complex influences of mass media on population health. They addressing these issues, both in study and in practice, will undoubtedly help researchers and health professionals harness the best practices of communication and the mass media to improve individual and population health.
9. *'Modern Media and Social Change,'* Sopory A.K. (2008) said that mass media in general and television in particular, has a very challenging role to play in the process of radical change. Realising tremendous potential of television for mass education, the status report of Ministry of Education observes that by the support of satellite, a T.V network covering



most people of the country can offer a lot “to the promise of new educational initiatives. This technology can, undoubtedly, revolutionise the teaching learning system by enriching formal education and also by supporting non formal education as well as the distance learning system. It is quite evident that television is the major factor in a promotion drive for universal education and adult education.

10. ‘*Mass Media and Society: Issues and Challenges*,’ Datta K.B. (2007) addressed that media are not simply palimpsests, bearing the diverse imprints of resourceful, playful audiences. The media can persuade, change and mobilize. However, the principal way in which the media influence the public is not through campaigning and overt persuasion but through routine representations of reality. This power of definitions influences the public understanding of the world, and in indirect and contingent ways, public attitudes and behaviour.
11. ‘*Mass Media and Population Health: A Macrosocial View. In S. E. Galea (Edition), Macrosocial Determinants of Population Health*,’ Viswanath K. and et al. (2007) explained that media have been ascribed a great deal of power in influencing both individual health and that of the larger population by shaping some of the critical antecedents to health behaviours, including health cognitions and beliefs at the individual level and the public agenda and social groups at the institutional and societal levels.
12. ‘*Mass Media in Development Programmes in Nepal: Practices and Problematic*,’ Tamang Ritendra (2007) highlighted that mass media ideally in development programs should encourage participatory communication, stimulate critical thinking, and stress process, rather than focus on modernisation and progress. Participation must be a factor at every stage of development. Communities should be encouraged to participate in decision making, implementation and evaluation of development programs. As such communities should have access to mass media instead of mass media being under the exclusive control of governments, elites and agents of development and mass media organisations. Such access will encourage a much greater variety of subjects addressed by mass media, including literacy, health, safety, agricultural productivity, environment, women’s issues, land ownerships, gender, and community development and so on.
13. ‘*Media Women’s Development*,’ Chakravarty Jaya (2007) described that with its reach extended into rural areas, television can play a crucial role in installing confidence and self respect in rural women (and urban women) and help them in securing their dignified and rightful place in society.
14. ‘*Role of Mass Media: In Development of Political Consciousness*,’ Singh Nibedita (2006) pointed out that media as a communicational instrument that society needed to expand its frontiers, both intellectual and technical. It could humanise society. To extend its capacity to cope up with new problems, to provide a common context for democratic decision making and to break the aristocratic monopoly of knowledge. Mass media made mass society a viable institution.
15. ‘*Communication Media and Electronic Revolution, Second Edition*,’ Zachariah Aruna (2005) explained ‘that a newscast on television enables literally millions of persons sitting comfortable in their homes to watch vividly all the important occurrences near and far –



wars, earthquakes, fires, floods; destruction of life and property, construction of dams, homes, hospitals; acts of great courage and valour, acts of great violence and meanness; agitations, negotiations, conferences, revolutions; elections and enthronements; the entire grit and guts of the complex processes of change, of the forward and backward movement of the societies. She concluded that there is no alternative to full autonomy if the electronic media are to make a real contribution to development as well as to the preservation and enrichment of national culture.

16. *'Women and Media: Challenging Feminist Discourse,'* Prasad Kiran (2005) explored that The level of literacy access to higher education, favourable male female ratio, low birth rate and a number of social security measures give an inflated image of empowerment of women. Despite these remarkable achievements, the actual status of women has not had any notice able improvement. Empowerment of women has not taken place in the ways in which it should have been achieved. Most of women in Kerala seem to have the material resources to be in in a position to influence the political discourse and the development process in the state. The mainstream media have usually portrayed women in Kerala as living a good life and in glowing terms. But the real lives of women are far from the projected image. Along with social, political and religious barriers that impede women's empowerment, the media have also joined the band wagon and subjected itself to the forces of the market.
17. *'Television and Social Change, Volume –2,'* Yadav J.P. (2004) pointed out that the rural people after their hard day's work want entertainment and make belief tinsel world programmes to forget their hardships. If the rural development is to be achieved the programmes must be of an entertainment format with song, dance and melodrama. if it is possible to include messages , and give information and education within the framework then only the programmes become popular among the rural population. Indeed, Population illiteracy and poverty are the three major problems faced by the developing countries, Television, which has shown tremendous results in advanced countries, can be used as a major instrument in solving these problems and bring about changes in the long run.
18. *'Sociology of Media: Impact on Doordarshan on Tribal,'* Sinha Sushil Kumar (2004) observed that 100 percent of the viewers hold the view that there are impact of Doordarshan on social consciousness and development of an individual or the society. It means that these people are very much influenced by the programmes of Doordarshan.
19. *'Media and Tribal Development,'* Pati Jaganath (2004) remarked that radio is the most successful mass media in tribal dominated area where the majority of the inhabitants are illiterate. A number of programmes aired in the medium have got immense educative value. There are a number of literary programmes both in Hindi and in local dialects which influence and motivate its listeners.
20. *'Media and Rural Poverty Alleviation Programmes'* Goel M.M. (2002) told that rural press can prove to be a catalyst change and progress of the rural people by understanding, analyzing and highlighting the issues concerning one and all. To bridge the gap between rural development policy formation and its implementation, there is strong case for



providing opportunities for interaction between rural development reporters and the policy makers at all levels.

21. '*Communication Media and Social Changes*,' Chandra Ramesh (2001) concluded that the media produce within these parameters can play a strategic role in social change because it represents, or rather presents, society as something already under discussion, in the here and now, by media users, joined into transformative communities. Further, it provides a communication infrastructures for the revolution of everyday life; it conceives democracy not just laboratory for social motivation at a grassroots level. Such a social change media can serve as a frame and forum for exfoliation of alternative civic discourses, communities and social movements, but this will only happen if the funders, producers and distributors of social change media willing to abandoned their present text based approach for a context based one not substituting for civic conversations and facilitating them.
22. '*Handbook of Journalism and Mass Communication*,' Aggarwal Vir Wala and V.S Gupta (2001) stated that the contemporary media of communication based on electronics have set in motion a continuing process of change which has been relentlessly impacting the mindset and attitudes of the present day society.
23. '*Mass Media and Interpersonal Communication for Social Change*,' Chandrakandan K. and et al. (2001) focused that newspapers, magazines, radio and television provide necessary information when they schedule it, not when the audiences need it. Consequently there may be a big gap between the audience's need for information at one time and what the mass media provide. The mass media, unlike the education system, could not be geared to individual learning needs using present technologies. The fact that the media serve to widen the gap between advantaged and disadvantaged members of society probably reflects this to some degree. Limited repetition may suit the advantaged, better learner, but may do little for the disadvantaged, slower learner.
24. '*Television and Social Change in Rural India*,' Johnson Kirk (2000) concluded that many remote villages in India have leaped from a society governed by oral traditions to one that is based primarily on electronic media conveyed through the medium of television. It has in the past seven to ten years transformed village culture in many ways. Its influence reaches into almost every corner of the community. Thus, the data suggest that television is influencing numerous aspects of village life, the magnitude and long lasting structural influence of television remains to be determined.
25. '*Communication Technology, Media Policy and National Development*,' Gupta V.S. (1999) pointed out that media strategies for rural development should highlight the localness of approach and dissemination of culturally appropriate and user friendly technology. There is a general assumption on the part of the media professionals that they can disseminate a particular idea without a dialogue with the grass root people because they consider themselves as specialists. A majority of them show little or no respect for the experience and knowledge of the people the creative potential of peasants or slum dwellers. They fail to understand that poor people are more suited to depict the issues concerning them and present their own lives. In order to achieve participation,



consultation, cooperation and effective mobilization of people, the media system would need to assist in establishing a sense of community and would need a desire to resolve the issues concerning them.

26. '*Mass Media and Rural Development*,' Joni Joseph C. (1997) told that the awareness about information on development paths gained through mass media is very high but at the adoption stage media's influence is very little.
27. '*Social Effect of Mass Media in India*,' Rao N. Bhaskara and G.N.S. Raghavan (1996) explained that the hope of the mass media drawing on the best elements in each of India's religious traditions is considerably dimmed by their present performance, which is subversive of our cultural heritage on the domestic front, it will require the conscious and deliberate use of the electronic media for the dissemination of our many rich regional cultural and linguistic traditions within the region and in the country at large. It will also call for the deployment of numerous local T.A., video and radio production centres, especially in remote and rural areas, for local communities to actively participate in radio and T.V programmes of their own making, instead of being reduced, as at present, to merely passive recipients of programmes produced, broadcast and telecast from elsewhere, many of which have little relevance to their lives.
28. '*Mass Communication in India*,' Kumar Keval J. (1995) stated that whatever functions mass media have, the media pundits say that the people will wield the communication channels in the way they like to carry it. So, it is evident that audiences are active rather than passive receivers.
29. '*Media and Development: Themes in Communication and Extension*,' Dua M.R. and Gupta V.S. (1994) pointed out media have contributed tremendously in changing nations and societies. In spite of inequalities in our society, revolutionary changes have been taken place in India at all levels. The task of media in development is two fold; firstly to help remove illiteracy, fatalism, enlarge aspirations, increase and extend social status; and secondly to lead to overall national progress and prosperity. Despite some ill effects of media, the more the media inputs and greater the media consumption by masses, and increased will be the welfare of the nation and happiness of the people.
30. '*Communication Theories: Origins, Methods, and Uses in the Mass Media*,' Severin Werner J. and James W. Tankard Jr. (1992) viewed that dismantling of existing systems of mass media should happen in ways that encourage the role of community in examining the impacts of development programs. Thus, it requires the community reflections on development programs that have been implemented; impacts of such programs; and the articulation of their experiences. Through conversations the research questions community members so as to whether forms of interventions have been desirable to them. Such processes encourage reflections and stimulate the exercise of self-expression and critiques of social changes
31. '*Television for Rural Development*,' Rao BSS (1992) described that mass media are the products of technological advancement; and the communication system associated with these manmade channels is impersonal, print, radio television and film, which constitute



the four major elements of mass media are resources devised to reach scattered and heterogeneous audiences, the message are mostly structured and formal.

32. '*Action and Knowledge: Breaking the Monopoly with Participatory Action Research*,' Fals-Borda O. and M. A. Rahman (1991) observed that mass media should rather promote, encourage and facilitate empowerment as a specific mechanism through which communities gain control and mastery over their social and economic conditions via their own participation in the process. Such an active engagement of communities becomes a must since it is a hard to find any stories, values, experiences and needs about local people, narrated by them. But in reality, as with all other resources, the power to narrate one's story is controlled by the elites through their organisations, agents, or genres that usually control the mass media channels that bombard communities with selective stories, message, or mainstream ideologies and practices, leaving them with virtually no opportunity to empower themselves.
33. '*Communication for development in the Third World: Theory and Practice*,' Melkote S.R. (1991) noted that mass media should facilitate empowerment as a process that supports social change in general and challenges inequitable structures and communities in particular. It has not yet been successful in providing communities with the necessary skills, confidence, and countervailing power to deal effectively with social change. To challenge forces that distribute needs, resources and power unequally, requires processes that acknowledge multiple voices and perspectives in order to facilitate equal sharing of knowledge and assessment of the effectiveness of knowledge in terms of empowerment.
34. '*McQuail's Mass Communication Theory, Second Edition*,' Mcquail Denis (1987) talking about the mobilizing function of media, he stated that the media are expected to work in national interests and promote key values and behaviour patterns especially when the crisis arises in society. Some of the developing societies and many socialist states have been allotted the mobilizing role of media.
35. '*Mass Communication and Journalism in India*,' Mehta D.S. (1979) remarked that the communication media should promote understanding and engaging the people with the development activities that has been taking place in order to bring out socio economic changes in the country. He pointed out that the media must be emphasized on development that is utmost possible within the democratic framework.
36. Lessons from the Indian Satellite experiment, *Educational Broadcasting International (September)*, Bella Mody (1978) explored that a communication medium like television with audio and visual capability and two sound tracks was considered an extremely promising educational tool for low literacy populations and a channel for their modernisation.
37. '*Mass Media and National Development*,' Schramm Wilbur (1964) said that media have the power to initiate , stimulate, provoke and promote rural development by providing varied perceptions, interests, motivations, beliefs, faiths and ideas. In fact, communication media appropriately set in a process of, and determine the agenda for rural development quiet often. It is the media which mediate in the production,



consumption and accumulation of goods and services besides promoting political, social, psychological and cultural processes.

38. '*Diffusion of Innovations*,' Rogers E. M. (1962) addressed that media can facilitate change and bring in development among rural people if the messages disseminated help raise the aspirations among the masses, popularise need to education and literacy, stress need to seeking information about new ideas, propagate ideas on innovativeness, remove superstition and inculcate greater knowledge about people and the world, and stimulate increased contacts with urban areas.
39. In his book on '*The Passing of Traditional Society*,' Learner Daniel (1958) pointed out that the quickest way to change the mindset of the traditional society was possible through mass media communication. Mass media are also used as the channels of mass communication. The main function of mass media is to inform, educate, and motivate the people to perceive new ideas and technologies in order to change their living conditions and status.

Research Questions

- A. What is the role of media in facilitating development in less developed societies?
- B. What is the role of media in forming a developed nation?

Objectives of the Study

- a) To study the role of media in the process of bringing social change in less developed societies.
- b) To assess the role of media in the field of political socialization of the poor sections of the society.
- c) To examine the role of the media with a view to the improvement of women's conditions in a transforming country like India.
- d) To determine the role of media in order to eradicate illiteracy from the grassroots level of the society.

Research Methodology

This research study is explanatory in nature. The study is basically based on secondary data. Indeed, the secondary data has been eventually collected from the several published books at all.

The Analysis

Media are the great motivators and denominator of the public service messages. It acts as a catalyst of social change and promotes better quality of life to the poor class of the country. In the era of globalisation, Indian media have been reached at the local level and promoting education and health oriented messages in every nook and corner of the country.



In 21st century, the elites of the Indian society have been benefitted by media and enjoying the taste of development, whereas the disadvantaged classes are still remaining deprived, exploited and far from accessing the various opportunities such as information, education, health care, and information communication technologies. The failures of the communication systems of the Government in different parts of the country are caused poverty, illiteracy, malnutrition, and under development. Today, the major challenge is coming before the policy makers that how to mobilize the poor people towards development. The first challenge came before them that had been easy accessibility of media in all parts of the country. The dream comes true when the media has been reached at the houses of poor people. Hereafter, the new problems have been arisen at the villages that poorer sections of the rural society are less aware in regard to accessing the welfare policies of the Government that have been especially made of them. Therefore, the aims of media are awakening the consciousness of the poor people and broadcasting developmental messages in every part of the country. The messages should be composed in such a way that it must be simple, meaningful and carrying their indigenous culture. Further, the contents of media message must be produced in such a way so that the village people can identify themselves and ensuring their active participation in the process rural development.

Apparently, 'Social Development' of the society is to indicate the improvement of the social indicators likes education and health of the diverse groups of the society. It devises to set up multi-access arrangements that secure the necessary fulfilment to the members of the society. These multi-access arrangements include material, structural, normative and integrative part of the society. The ultimate mark of the social development is the development of a sense of communities and the development of a sense of social solidarity. Literally, social development may be addressed as improvement of the socioeconomic conditions of the people with lower income groups, eradication of poverty, removing illiteracy from the grassroots level and also changes may be taking place in respect of agricultural production. It is a continuous process which facilitates access social justice among the members of the society. It also provides insight power to utilize the resources and opportunities offered by the society with a view to improve the quality of life of the weaker sections. Media are always the great motivators to be capable of people for keeping control over their lives and mobilizing them as well as societies to set their own agendas with regard to the political, social, and economical; and, also give them a platform to raise the voice of the in respect of emerging social issues which are supposed to get national mileage for public debate. It can alter the attitudes and behaviours of the people of rural society. The role of media in the process of bringing social and cultural change is a very critical task to set up for social, political and economic discourse, but the contents of this issue are shared to the society through different media programmes from time to time. Perhaps, the various media programmes are changing the characteristics of the village society in many ways. Therefore, the village people are adopting urban lifestyles, urban-modelling of villages and changing trends of gender relations within the members of the households. In this way, the media are amply contributing in the field of economic, political and social spheres of the society. The penetration of consumerism has been created, anew landscape in the villages. The village people are looking outward for the consumption of new product as usual. Due to the deep effect of media, the potential political knowledge gained by the poor class of the rural society; it has been created some sort of friction within the elite class of the villages for expressing their different points of views and opinions. In the social spheres,



media provides villagers a platform for interactions with one another and capable them to reach in a common ground in a particular matter.

The role of media in 'Political Socialization' has been immensely accorded in today's society. The several studies have been addressed by the eminent scholars with the role of media in political socialization. The past studies explored that the various types of media have been utilized with relation to political participation, civic engagement and political trust. The contributions of media in political socialization that only serve the interests of the dominant groups of the society, but as far as the marginalised groups concerns the political socialization are very less among themselves. Media has the power to increase the potentiality of political participation at the lower levels of the society. Additionally, the studies confirmed that reading newspapers, listening radio and watching television news are also increasing the political knowledge of the poor people. Perhaps, the different forms of media exposures are not directly related to political participation among the diverse groups of the society. Reading newspapers, listening radio news and watching television news are highly associated with the political participation and reflecting the public opinion during the time of election. By the by, reading newspapers are counting upon the reader's level of education while radio and television news break the barriers of illiteracy and as they appear to transcend educational distinctions among the marginalised groups of the society. Thus, it can be said that radio and television news are considered as the appropriate channels of promoting political knowledge among the backward sections of the society. Moreover, media plays a gigantic role in promotion of mass education and human development for getting the faster growth of a nation.

'Women' hold almost a large segment of the total population in India. Women belonging to elite strata are very much capable of securing them with high class jobs but the problem belonging to poor class women. They are able to work as daily labourers, and domestic servants. Media are scheduled to improving the working roots of women and their socioeconomic status. After the completion of the Nairobi conference in 1985, India has been taken the forward looking welfare strategies regarding the most oppressed groups like women. The print as well as electronic media of the country has been taken favourable steps for women empowerment and development. For this, the ample of television programmes were especially made by women in which had been highlighted various problems faced by women in our modern society. Thus, the issues likes child abuse, child marriages, dowry deaths, bride burning, discrimination against the girl child, issues pertaining to women's legal rights discrimination of women in the workplace, exploitation of women in the unorganised sectors and violence against women are the major problems are now coming to the forefront of the society with the help of the different forms of media coverage. These issues, whatever it is national or local that have been seriously affected and influenced by media outputs. So, the power of the media cannot be ignored or denied because it's deeply involved in women's development.

'Illiteracy' is the major obstacle for the rapid growth and progress of a country. It has been deeply rooted in Indian society. Of late, it is a serious matter of discourse for the social thinkers of India. The previous studies found that illiteracy is existed among the poor, the weak and disadvantaged sections of the country. In this case, the media roles are to promote literacy programmes while the poor people are free from their works and seeking media for entertainment. The media experts should come



forward to the grassroots level and understand the social and cultural context of the local masses. These sorts of understandings help them to make out the effective and planned programmes for the poor sections of the society. The listeners are so much intimately and emotionally attached with their indigenous culture. For broadcasting the developmental programmes, it must be kept in mind that media should not hurt the culture of rural masses in any way. In this modern age, different forms of media are utilized as an essential tool of promoting education and creating awareness towards the development of the society. In a multicultural country like India, it is a one of the challenging phenomena to add the isolated, disadvantaged and socially excluded communities in the mainstreams of the society and developing themselves in the light of education. Therefore, media can educate the rural people by continuously broadcasting several educational programmes in all the different languages across all over the country.

The pivotal roles of media are influencing the behaviours and attitudes of the masses of the society. The several media campaigns are launched in relation to education and prevention of child abuse and neglect. These campaigns are usually endeavouring to increase the knowledge of the community and to change the behaviours and attitudes of the people's towards child abuse which has been ever and anon taken place in our society. There are several media campaigns and various forms of media shows like educational, health and entertaining programmes are produced in order to form positive attitudes and behaviours within a group of people those are susceptible to abusive means towards children and motivating the people to prevent the recurrence of such child abuse whenever it occurs. Therefore, a well planned media campaign may have utmost potentiality with a view to promoting community education to a particular target group and stopping the occurrence of child abuse before it starts. Media campaigns can be very much effective as if only dealing with the various aspects of the emerging problematic issues arisen in the society. Indeed, the media is the present day used as a significant mode of promoting community education, socializing and motivating the peoples for the growth and progress of the human beings.

The term 'National Development' is a multidimensional process which needs to formulate significant policies for human development. A well planned media communication strategy is required for the enhancement of the capability of the human beings, so that they can improve the standard and quality of their lives and ensure their active part in nation building process. The progress and growth of a nation are ultimately counting upon the development of the people of its country. The major task for any country is to increase the strength of human capital. For getting the best outputs of national development of any country, once should be easily accessed material resources such as education, health and availability of housing and foods and so on. For a developing nation, the people should be enriched to socially, economically, politically and culturally as well. For the rapid mobilization of the masses of the transforming countries, it is extremely important to disseminate the information related to farming technologies, industrial skills, health awareness and mass education among the members of the society. For that, the media communication is very much essential to achieve the goals of national development in general as well as a developed society in particular. It plays very crucial role in broadcasting awareness about several rural development programmes. Media always organizes some debates and discussions on the current social, political issues that create controversies in the society and try to establish a fruitful solution through these debates in this favour. It can also



work as a mediator between the government and the people. The developmental policies of the government convey to the masses through the media and it keeps a sharp watch on the implementation of these policies to the grassroots level and continually informing higher authorities about the views and about the feelings of the public. The media has its distinctive role to build up peace and communal harmony which shows the secular nature of a democratic nation. It always tries to protect the human rights whenever it is violated. It is also focusing the success stories of the diverse groups and bring them out to become a partner of national development.

Media plays an important role in modern society and it's deeply associated with the human life every day. It provides all the useful information that occurs around us each day to day life. In today's society, the media have become as much as important, like water, food, clothing, electricity, clothing and transportation. It is the fact that the media is providing strength to the society and work as a mirror of the society. The main duty of the media is to inform, educate, awaking and entertaining the masses. It usually moulds the opinion of the people and capable of changing the viewpoint of the masses as they perceive it. Media encourages directly or indirectly the views, thoughts and opinions of the public. The role of media is uncountable in order to forming the views and opinions of the public in regard to the social, cultural, political, economic, religious and environmental issues that arise in the society ever and anon. A view had been established by *Kapil Sibal (2001)* about the role of media in society and remarked that freedom of the media is the freedom of people as they should be informed of public matters. Media's new role today is reporting, analyzing and commenting on certain burning issues and enlightening the people about the real facts. Media is very much important for the modern society and it is one of the ways of communicating information from person to person. Media influence human life in its different forms basically providing information and entertainment to people across India. Hence, it has been acknowledged that media are a tremendous force of any society. The task of dissemination of information cannot be successfully accomplished without the help of the media. Therefore, the developmental roles of media in international, national and regional spheres have to be well recognised in all over the world. In fact, the media have brought revolutionary changes in India at all levels. The farmers of India have been informed about the new farming technologies and procedures of operations. Media also provides valuable information to the farmers in regard to the latest scientific and technological innovations in modern agriculture. From this, the media have gained a milestone success in Indian agriculture. Likewise, the media have been promoted new programmes regarding health and hygiene. Doctors use new innovative technologies and trying to solve the critical medical issues. Newspapers and magazines are contributing with regular columns in regard to various medical issues and providing yeomen services for human development. Radio and television present various programmes on complex medical issues very often and doctors are available online for advice and consultation.

From the above discussion, it can be said that media play a major role in society as well as national development. The following points are briefly summarized about the role of media in every sphere of the society. These are as mentioned below:-

1. Media must take part in the socioeconomic progress of the country and performs full-fledged responsibility towards societal development in order to form public consensus,



keeping the environment on surveillance and socializing people for getting the greater mileage of national development. The media should promote several educational programmes on environment protection, deforestation and conservation, so that the people of rural areas can keep themselves engaged in laying the environment balanced. Furthermore, these programmes should be drafted to regional languages and directly broadcast to the public in time with the help of the broadcast media.

2. Media can dilute the power of decisiveness forces and provides strength to the cohesive forces for the betterment of the society. It can be used as a powerful agent to initiate mass campaigns in order to draw the attention of the people regarding the obstacles in the pathway of development with a view to awake them from the insights and ensuring their participation in the process of national development.
3. Media almost covers international issues like war, peace building, energy crisis, oil crisis, the effect of globalization and national issues like poverty, unemployment, economic ups-downs. It is the prime responsibility of media to keep the people informed about these major issues that are emerging very often in society.
4. Media must deal with the issue of inequalities of income which have been existed among the different strata of the society. It is indirectly helping the poor masses for their economic inwardness and raising their position in the society.
5. Media should highlight the issues of exploitation, deprivation and indebtedness and laying down these issues to the forefront of the society.
6. Media must diffuse the innovative scientific technologies from time to time, so that the farmers can enhance their agricultural production and giving their contribution for increasing the growth of a nation.
7. Media must inform the people with regard to the harmful effect of tobacco, drugs and other related intoxicants. Therefore, media can educate the masses about the effect of these harmful intoxicants.
8. Media should regularly publish research and development activities related to the emerging new problems and prospects that occur in society off and on.
9. Media acts a catalyst of social change. They convey the necessary information and persuasive messages of the Government to the masses and occupying a dominant role in the process of rapid rural development. Of late, the media influence the lifestyles of the masses and shaping the behavior of the individuals in accordance with the demand of the time.
10. Media also breaks the barriers of orthodoxy, disbeliefs, superstitions, black magic and infusing logic of science among the people those are living with their own conservative values, beliefs and customs. Media must provide such a platform to the community where they can feel free in order to express their views and upholding progressive values independently.



11. Inequality is an issue that has deeply rooted in Indian society, although the Constitution of India provided certain principle of equality. So, media must take up the issues of gender inequality and empowered poor women. Media also educates women about the social issues like dowry marriage, priority, giving to them in case of choosing a life partner, equal pay scale, equal share in the property and freedom to do jobs outside homes etc.
12. Media should convey the important information about the democratic and legal rights of the people that have been enacted in the Constitution of India. They should uphold the unity and integrity of the country because the country likes India where different religions and communities are living together under one umbrella. Hereafter, the act of media is regarded with regard to promote communal harmony among the masses by providing equal opportunity to each and every one of the society.
13. Media must pay special attention to the developmental news, organizing quiz programmes and highlighting the issue of health and hygiene with a view to take an attempt of the positive contribution that must be paid for the well being of the society as well as development of a nation.

Conclusion

The present study concluded that media play very crucial role in societal development of a nation. It is a medium of communication by which people can be informed and pertinently motivated. The important innovative ideas, multiple thoughts, developmental policies and awareness programmes are being diffused through the media. In a vast country like India, the media almost reach at each and every place of the country. So, it can be said that any sort of media are accessible in every nook and corner of the country. In fact, the positive contribution of the media in development sector cannot be ignored or denied. Thus, media moulds the society in the package of progress and provide a proper shape as per the society demands by the time.

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