

MEDIA AND SOCIAL AWARENESS

Anand Narain Shukla

Sr. Journalist, Editorial head, Allahabad Edition of Jansandesh Times, Allahabad

ashukla623@gmail.com

In general, "media" refers to various means of communication. For example, television, radio, and the newspaper are different types of media. The term can also be used as a collective noun for the press or news reporting agencies. Media is source of information or communication. Media includes sources like print media and electronics media. It denotes an item specifically designed to reach a large audience. It plays a vital role in creating and spreading awareness.

Power of media can transform the whole society especially in the developing countries. I think the most important use of media is to educate the people about the basic human rights. The dilemma of the developing countries is that people are not fully aware of their basic rights and if they know, they don't know about what to do and where to go. They don't know their collective strength. Even they don't know how to protest and what is the importance of protests.

In fact democratic country the media plays a vital role in creating, moulding and reflecting public opinion. Over the years the media became so powerful that it soon acquired the status of 'Fourth Estate' as it was aptly described by the British politician Edmund Burke. Media plays a crucial role in shaping a healthy democracy. It is the backbone of a democracy. Media makes us aware of various social, political and economical activities happening around the world. It is like a mirror, which shows us or strives to show us the bare truth and harsh realities of life.

as far as the history of social awareness is concerned, it was nothing but to obey the verdict of religious heads and the ruler of the state. In ancient India a large group of people were deprived of their human rights. In medieval religious wars broke out and the religion and heads of the state indulged in war against each other. Now the time has changed. People are educated and social awareness is being adopted by all the religions and sects.

The media has undoubtedly evolved and become more active over the years. It is the media only who reminds politicians about their unfulfilled promises at the time of elections. T.V news channels' excessive coverage during elections helps people, especially illiterates, in electing the right person to the power. This reminder compels politicians to be up to their promises in order to remain in power.

Television and radio have made a significant achievement in educating rural illiterate masses in making them aware of all the events in their language. Coverage of exploitative malpractices of village heads and moneylenders has helped in taking stringent actions against them by attracting

government's attention.

The media also exposes loopholes in the democratic system, which ultimately helps government in filling the vacuums of loopholes and making a system more accountable, responsive and citizen-friendly. A democracy without media is like a vehicle without wheels.

Society is influenced by media in so many ways. It is the media for the masses that helps them to get information about a lot of things and also to form opinions and make judgments regarding various issues! It is the media which keeps the people updated and informed about what is happening around them and the world. Everyone can draw something from it. Social media play a big role in health and food. From business, agriculture to science and culture, everywhere media's role is important. It is social media that has become synonymous with today's generation. About 2/3rd of Indians online spend time on different social networking sites like Face book, Twitter, You Tube, Pinterest etc.



Even the trend of sending personal emails seems to have become obsolete as compared to social media. On the other hand, customer's responses, interaction and brand awareness is why the companies are using social media in India and across the glob. There by, multiple roles played by social media beyond its core role of mere communicating information are leading to its popularity.

Media has had a bad effect on a generation, mainly because youth is strongly influenced by media. Teenagers and children wish to follow the people, who get recognized and do what they do to get noticed. Sometimes, they focus on bad part of the media and strive to be a part of it. However, many are not succumbed to a life of crime! Society is influenced by media in so many ways. It is the media for the masses that helps them to get information about a lot of things and also to form opinions and make judgments regarding various issues! It is the media which keeps the people updated and informed about what is happening around them and the world. Everyone can draw something from it.

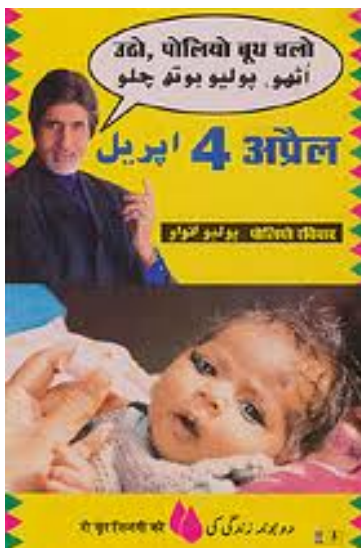
The media affects people's perspective. Too much intervention of media in everything is a matter of concern. Media can be considered as "watch dog" of political democracy. Through the ages, the emphasis of media on news has camouflaged. Media these days, tries to eye the news, which could help them to sell the information that is gathered worldwide, so that they could pave a way of success and fame of their respective channels.

Fm radios, newspapers, information found on net and television are the mass media that serve to reduce the communication gap between the audience, viewers and the media world. For the sake of publicity and selling, important figures, their lifestyles are usually targeted. Unimportant and

irrelevant news, that usually have no importance are given priority and due to a reason or the other, they get onto the minds of the viewers and in this ways many a times, important political, economical and sociological news get neglected and gradually, lose their importance!

No doubt, media has played significant role in making world a global village and to reduce the communication gaps amongst the people living in the far areas but unfortunately, media these days has become a COMMERCIALIZED SECTOR, eying the news which is hot and good at selling. The goal is to gain the television rating points. I believe, if the media identifies its responsibility and work sincerely and honestly, and then it can serve as a great force in building the nation. Media should be responsible and result oriented in cases of social awareness or public issues which needs to be focused. There are still many good people around the nation who do their bit to the social well being which hits the root of issue that never gets notices or appreciated.

These are the things which get into Young civilian minds! Media should portray the facts. they should not transform the reality Education and discipline is key to progress. This is the difference between a nation and crowd. Media men have access to people and they have an audience. Their programs have an impact and people listen to them. That's why they are more response for the betterment of society. It can change opinions because they have access to people and this gives it lot strength. This strength can either be used constructively by educating the people or it can be used destructively by misleading the innocent people.



The strategies which media use also is very impressive, they use Film stars and cricketers in bringing awareness, as most of the fans will follow what his ICON says. We see Amitabh bringing awareness about Polio Drops and the entire Indian cricket team trying to bring awareness on HIV etc, as it is more appealing.

The media claimed to be governed by righteousness and equity; but greed and self aggrandizement has poisoned its virtues. Media is in charge of information, education, entertainment, advertising and correlation of parts of society. The media affects people's perspective. Too much intervention of media in everything is a matter of concern. Social media refused to the

means of interactions among people in which they create share and exchange information and ideas in virtual communities and networks. Andreas Kaplan and Michael define social media as a group of internet based applications and that allow the creation and exchange of user generated content.

Further more, Social media depends on mobile and web based technologies to create highly interactive platforms through which individuals communities share, create, discuss and modify user generated content. It introduces substantial and pervasive changes to communication between organizations communities and individuals.

Social awareness and actions just discussion act office /college over tea are merely restricted to weekend shows. The most discussed about broadcast “Satyameav Jayate” on social issues in a private channel amused with the galore of appreciation flowing to the way of the anchor and his effort towards the same.



Surely it's not the mettle of message but some things

that is propelling the whole thing. There clips in the star value of the actor and the marketing of commodity called Amir Khan over the concern of society on an issue.

Media has played significant role in making world a global village and to reduce the communication gaps amongst the people living in the far areas but unfortunately media these days has become a commercialized sector.

Media should not be totally commercialized. Media identifies its responsibility and work sincerely and honestly and serves as a great force in building the society and nation. Media enlightens our views in the field of education, religion, economy, obeying laws and live and let live. A media person is trained to unite the people and uses their energy in construction work. When media highlights the difficulties in Uttarakhand (Kedarnath-calamity), it appeals masses to help them. Media persons must be honest, devoted and laborious. Their intelligence can bring us up from the dark well.