

Convergence of Security Forces and Regional Media towards Act East Vision

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Abstract:

The power of media cannot be ignored at all in today's life. Veteran journalist communicating, informing in the best understood language that is the mother tongue of its audience becomes very powerful and meaningful as well.

The essential philosophy of the LOOK East Policy is that India must find its destiny by linking itself more and more with its Asian partners and the rest of the world, and that India's future and economic interests are best served by greater integration with east and South East Asia.

The peak hour is starting up for opening of convergence of security forces with the media towards the Act East Vision.

Keywords: Media, Act East Policy, Convergence, Regional media, veteran journalist.

Introduction:

The power of media cannot be ignored at all in today's life. Every human being is touched in one way or the other by the media. The media in its various forms such as the print, visual and the new media is now access by each and every person. The Media, which was earlier merely a reporting device, is today a vibrant means of shaping, moulding and influencing public opinion. In a world of virtual reality, communication gets impoverished and the language becomes stunted. The argument that the new media technology promotes creativity does not jell with them and they reverse, loss of creativity is true. Therefore, regional media plays an important role for its own region. Veteran journalist communicating, informing in the best understood language that is the mother tongue of its audience becomes very powerful and meaningful as well.

Security Forces:

Living in this world, security always remains as one of the important basic need. Security of a country is of paramount importance. It faces two challenges on this front. One is security against outside forces and other challenges emerging from within. These two need to be tackled effectively. To deal with security, countries have different forces that are specialized to deal with different security threat.

Act East Vision:

Look East Policy (LEO) can be describe as an offshoot of globalization, privatization and post-cold war phenomena. In fact, it strategic shift of India's foreign policy in the post-cold war era. It was developed and enacted during the government of Prime Minister PV Narasinha Rao and vigorously pursued by the successive governments of Atal Bihari Vajpayee and Dr. Manmohan Singh. The essential philosophy of the LOOK East Policy is that India must find its destiny by linking itself more and more with its Asian partners and the rest of the world, and that India's future and economic interests are best served by greater integration with east and South East Asia.

Modi's government turned the Look east Policy to Act East Policy. In His address to the East Asia Summit in the Myanmar capital Nay Pyi Taw in 2014, he said "Since entering office six months ago, my government has moved with a great sense of priority and speed to turn our 'Look East Policy' into 'Act East Policy'. The Prime Minister also mentioned in his address at the Global Investor Summit at Guwahati on 3rd February 2018 that, Act East Policy is created and the northeast is at the heart of it. The Act East Policy requires increased people to people contact, trade ties and other relations with countries on India's east, particularly Asean countries. He also added that the vision is development of the eastern part of India, as the country's fast pace of development will only be effective when the people living in the northeast develop.

Regional Media:

Regional Media in its simplest form can be best defined as any type of media, whether it be print or electronic, which is in service in the region and is understood well by its audience because of its language used or the area cover is mostly about the region in a most precise and easy understandable way.

Because of globalization and also fast and easy access newest technology, regional media is facing many challenges. But in terms of India, especially in the north east region, the regional media will remain relevant because as Indians, as people from northeast, we always rooted to our own culture, no matter how successful we become in our professional life. We love and embrace our own culture, language and people.

Convergence:

Convergence is an ambiguous term used by various disciplines to describe and analyses processes of change toward uniformity or union.

Concepts of convergence fulfill different purposes and functions. They provide the analytical framework for various aspects of change, and bridge different disciplinary discourses of the subjects involved. They explore the big picture of change but also very detailed parts of it. By doing so, they integrate conflicting processes of convergence and divergence as two sides of the same phenomenon (Pool, 1983; Jenkins, 2006). In other words, concepts of convergence embrace both blurring traditional boundaries between old media and novel diversification and differentiation of new media. Convergence as a metaphor has the function of simplifying the complexity of media change. It fits nearly all aspects of digital media development, and it is also used as a 'rhetorical tool' to convince stakeholders of certain reforms (Fagerjord and Storsul, 2007).

Convergence can be understood as an innovation - driven, co-evolutionary process in a complex environment. It is a process of structural change with a wide range of implications for content and creativity. Concepts of convergence provide the big picture but also allow for detailed analyses throughout the digital creative economy. The world has witnessed every day that business, companies and even government sectors successfully launched and proceed with various issues and projects only because of their convergence with the Media. Media as mentioned earlier is too powerful in today's set up. The coming of the new media specially the internet has made life more informative and complex in a way. Therefore, it is a high time that even in the security force, convergence with media in certain projects and issues becomes very relevant.

Importance of converging Media and Security force towards Act East Vision:

The Act East Vision, a great project and vision is in full swing. In this, it is seen that the northeast states of India, the region becomes as the most important area in this matter. Many writings on Act East Vision or Look East Policy are available in Northeast. But when we look carefully, the contribution of the media is very less. Most of the writings or study on this topic remains with the intellectuals. The University Professors, college lectures and government officers who understand the conceptual and frameworks remains as the only population who are in serious study of this vision. But it is predictable that later, if the majority layman populations are not convinced or do not understand properly, problems will arrive sooner

or later. Therefore, convergence with the media becomes very important. The media, the regional media needs to be updated, taught and inform.

The security force as mentioned earlier is playing an important role in this Act East Policy. The security of the broader area always remains important for every country and state. There are many times where misunderstanding arises between the common man population and the forces. This used to happen just because of certain minute issue of misunderstanding. The Act East Policy is sure going to make the forces more important with more responsibility. Therefore, it is high time that the force made convergence with media. Converging with the media is sure to make many things easier and understandable.

The convergence of forces with the media towards the Act East Vision will be successfully carried out well if it is in bottom up process, which means giving more importance to the regional media than the national or international media. The people who will be witnessing the Act East Vision in real life and in real way should be well prepared and proper information needs to be catered. The regional media will be able to give out their reports with their own eyes and ears as the first hand witnessed.

The Regional media issues:

To be precise, the northeast region is lack behind in terms of journalism. Even the universities in northeast opened the study in the degree of journalism and mass communication few years back only. For example my own state Mizoram, I learnt that, even one third of them do not have a master degree. Therefore, the many working journalists in this region may not have professional background, and so obviously may lack certain ethics and certain information. Therefore many a time, instead of investigative journalism, it might be easy for them if they can be spoon fed for important news, which can be a great advantage as well.

Conclusion:

As discuss earlier, the media is very powerful and is an important instrument in moulding the opinion of the people. According to Magic Bullet or Hypodermic Needle Theory in the study of Mass Communication, implies that mass media had a direct, immediate and powerful effect on its audiences. The theory suggests that the mass media could influence a very large group of people directly and uniformly by 'shooting' or 'injecting' them with appropriate messages designed to trigger a desired response. Another theory known as Agenda Setting Theory describe that the ability {of the news media} to influence the importance placed on the topics of the public agenda. That is, if the news item is covered frequently and prominently, the audience will regard the issue as more important. Based on the two theories, we can conclude that converging with the media is an essential effort to bring out the best result. Therefore, the peak hour is starting up for opening of convergence of security forces with the media towards the Act East Vision.

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