



THE SOCIAL RESPONSIBILITY OF MASS MEDIA AND LITERATURE

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ABSTRACT

We are living in a world surrounded with numerous problems related to environment and society. The mass media do not simply mirror the world around. Mass media contains both news and entertainment is shaped, pounded, constrained, encouraged by a multitude of forces. Sometimes the reality presented by the media matches the world as you know it, and sometimes it is very different. Sometimes two media present similar versions of the same event, and sometimes the result is very different. The roots of social responsibility activism reach into a number of contemporary social movements, notably environmentalism, simple living, socially responsible investing and business, and progressive and green politics. Social responsibility activism may point to a larger shift in the culture of activism from the political to the cultural, from the collective to the individual. This paper explains the role of media in a democracy, describe the role of media in society and enumerate the positive and negative effects of media

INTRODUCTION

As the largest democracy, India is considered a role model for a large number of developing countries. We have state and central governments elected by the people. We have a government run by our own elected representatives, known as Members of Legislative Assembly in the state and Members of Parliament at the centre. Modern democratic governments have the following: A Legislature, i.e. State Assemblies and Parliament, responsible for framing laws and decide the way we run our affairs. An Executive: The Governor, the Chief Minister and the Ministers who run the state and the President, Prime Minister and the Council of Ministers who run the country. A Judiciary: The Supreme Court, High Courts and other courts which decide whether laws and the constitutional provisions are followed by the elected governments. These institutions run the government of the country for the welfare and development of all the people.

In a democracy, the people should know what the three institutions, namely the Legislature, the Executive and the Judiciary are doing for the welfare of the people. These institutions in turn need to know how the people are reacting to what they are doing. The main role of the mass media is to act as a bridge between the people and the government. Governments use the mass media and also have media agencies and departments. These agencies of the central governments function under the Union Ministry of Information and Broadcasting. As the name suggests, it has agencies and departments in: Information and Broadcasting. These agencies give out information about the policies and programmes of the government. Similarly, every state government disseminates information about its policies and programmes through its media agencies.

Modern communication widely use can help weld together isolated communities, disparate subcultures, self-centred individuals and groups, and separate developments into a truly national development. By making one part of a country aware of other parts, their people, arts, customs, and politics; by permitting the national leaders to talk to the people, and people to the leaders and to each other by making possible a nationwide dialogue on national policy by keeping the national goals and national accomplishments always before the public.

Mass media can, and often do, play a critical role in policymaking. The typical view of media is that they matter in the early stages of the policy process that media can help to set an agenda, which is then adopted and dealt with by politicians, policymakers, and other. The impact of media is rarely so constrained, however in short, is that media matter, not just at the beginning but throughout the policy process. Many of the standard accounts of policymaking have a much too narrow view of the timing of media effects. That said, the ways in which mass media can matter are relatively well understood. Existing work tells us that media can draw and sustain public attention to particular issues. Media can establish the nature, sources, and consequences of policy issues in ways that fundamentally change not just the attention paid to those issues, but the deferent types of policy solutions sought. Media can draw attention to the players involved in the policy process and can aid, abet or hinder their cause by highlighting their role in policymaking. Media can also act as a critical conduit between governments and publics, informing publics about government actions and policies, and helping to convey public attitudes to government officials.

The mass media are intensively employed in public health. Vast sums are spent annually for materials and salaries that have gone into the production and distribution of booklets, pamphlets, exhibits, newspaper articles, and radio and television programs. These media are employed at all levels of public health in the hope that three effects might occur: the learning of correct health information and knowledge, the changing of health attitudes and values and the establishment of new health behaviour. Mass media campaigns have long been a tool for promoting public health being widely used to expose high proportions of large populations to messages through routine uses of existing media, such as television, radio, and newspapers.

Communication campaigns involving diverse topics and target audiences have been conducted for decades. Mass media campaigns have generally aimed primarily to change knowledge, awareness and attitudes, contributing to the goal of changing behaviour. There is a vast literature relating to public health information campaigns. Much theoretical literature is devoted to the topic of effectiveness of health communication strategies. Mass media campaigns have usually been one element of broader health promotion programmes with mutually reinforcing components: firstly mobilising and supporting local agencies and professionals who have direct access to individuals within the target population. Secondly Bringing together partnerships of public, voluntary and private sector bodies and professional organisation and lastly informing and educating the public, but also set the agenda for public debate about the health topic, thereby modifying the climate of opinion surrounding it.

Mass media is a tremendous source of information for individuals as well as society. Mass Media Can Help in Change Using mass media, people's attitudes and habits can be changed. The concept of development of a country is again a matter of change, when old practices and equipment are changed and new, better and more efficient means are being used. The mass media play an important role in communicating this change. By giving the necessary information, and sometimes skills, the media can help bring about this change.

Mass Media have made the World Smaller and Closer the speed of media has resulted in bringing people across the world closer. Events, happy or sad, happening anywhere can be seen live. Sometimes we feel that the entire world is one big family. There is a term "global village", it means that the whole world is shrinking and becoming a village. The World Wide Web and internet have brought people and countries much closer. Mass Media Promotes Distribution of Goods Mass media are used by the consumer industry to inform people about their products and services through advertising. Without advertising, the public will not know about various products which are available in the market as well as their prices. Thus mass media help the industries and consumers.

The impact of mass media also can be positive or negative Media provide news and information required by the people. Media can educate the public. Media helps a democracy function effectively. They inform the public about government policies and programmes and how these programmes can be useful to them. This helps the people voice their feelings and helps the government to make necessary changes in their policies or programmes. The traditional culture of a country is adversely affected by mass media. Entertainment has become the main component of mass media. This affects the primary objectives of media to inform and educate the people. Media promote violence. Studies have proved that violence shown on television and Media can entertain people. Media can act as an agent of change in development. Media has brought people of the world closer to each other. Media promote trade and industry through advertisements Media can help the political and democratic processes of a country. Media can bring in positive social changes.

The term literature refers to the knowledge about the concepts, definition, and theories used in a particular area of investigation. While mass media are of course an important player all kinds of other communication channels especially new media and the internet are relevant for social movements as well.

Many studies in the broad realm of political communication have claimed that media Frames have an effect on the audience and may change what people think about particular issues. The same most likely applies to the frames social movements want to communicate to the public. When movements manage to get their frames in the news, it is likely that the public will develop attitudes that are favourable to the movement's issue. So, one can assume that movements may sometimes reach and affect the public via the media.

Mass media refers to communication devices, which can be used to communicate and interact with a large number of audiences in different languages. Be it the pictorial messages of the early ages, or the high-technology media that are available today, one thing that we all agree upon, is that mass media are an inseparable part of our lives. Entertainment and media always go hand in hand, but in addition to entertainment, mass media also remains to be an effective means of communication, spreading information, advertising, marketing, and in general, of expressing and sharing views, opinions, and ideas. There are several types of Mass Media: Print Media: •Newspapers •Magazines •Booklets and Brochures •Billboards .Electronic Media: •Television •Radio. New Age Media: •Mobile Phones •Computers •Internet •Electronic Books

Print media encompasses mass communication through printed material. It includes newspapers, magazines, booklets and brochures, house magazines, periodicals or newsletters, direct mailers, handbills or flyers, billboards, press releases, and books. Newspapers enjoyed the position of the most preferred medium to reach a wider audience until electronic communication emerged on the media scene. Magazines are another type of popular culture print media. They usually cater to a specific type of audience who are looking for information based on a particular subject. Magazines cover a plethora of topics like current affairs, business, finance, consumers, gadgets, self-help, luxury, lifestyle, beauty, fashion, entertainment, travel, etc. Booklets and brochures are part of the promotional literature of a product, or an organization. Billboards are huge advertisements that are put up at a height in strategic locations to draw more attention. They usually attract the target audience by their bold colors, attention-grabbing headlines, creativity, designs, special effects, etc.

Electronic media is the kind of media which requires the user to utilize an electric connection to access it. It is also known as 'Broadcast Media'. It includes television, radio, and new-age media like the Internet, computers, telephones, etc. Television appeals to both the auditory and visual senses, and hence is an important communication device as it beholds the attention of the audience. Radio has a significant reach. A considerable number of Americans tune into radio every week while on their way to work. Advertising on the radio with catchy jingles and phrases is a tried and tested means of communication.

Radio lost its popularity with the boom of television. But till day, radio remains one of the favourite means of electronic communication.

With the advent of the Internet, we are now enjoying the benefits of high technology mass media, which is not only faster than the old school mass media, but also has a widespread range. Mobile phones, computers, and the Internet are often referred to as the new-age media. The Internet has opened up several new opportunities for mass communication which include e-mail, websites, podcasts, e-forums, e-books, blogging, Internet TV and many others, which are booming today. The Internet has also started social networking sites which have redefined mass communication all together. Sites like Face book, Twitter, and YouTube have made communication to the masses all the more entertaining, interesting, and easier

Mobile phones have become a boon to mankind. It has made communication possible at any time, and from anywhere. With the invention of computers the impossible has become possible. We virtually get information about everything from pin to pin with the help of computers. It has added speed and multimedia to the information which was earlier available only in the print format. Also, anyone can voice their opinions through computers. Computers have added a new breakthrough in the mass media by combining human intelligence with the cutting edge technology. The Internet is the most important device of the new age media. The discovery of the Internet can be called the biggest invention in mass media. Today, live updates reach us simultaneously as the events unfold. The Internet has inspired interaction and connectivity through its social networking medium. It has become one of the core means of mass communication.

By providing easy access to information to users of public services, the media empowers citizens to demand quality and accountability from their governments. A 2004 study by the World Bank examined a Ugandan newspaper's campaign to inform teachers about education grant funds and the impact the campaign had on improving the education system by reducing regulatory capture the hypothesis was that more informed teachers would hold officials accountable for the proper use of the funds. The study used distance to the nearest newspaper outlet as an instrument for wider exposure to the campaign and found a strong relationship between proximity to a newspaper outlet and lower capture.

CONCLUSION

The largest stream in the movements and media literature, deals with mass media as a source of information about movements and their events. A mass media campaign cannot be effective unless the target audience is exposed to, attends to, and comprehends its message. Two important aspects of message delivery are control over message placement and production quality. Control over message placement helps to ensure that the intended audience is exposed to the messages with sufficient frequency to exceed some threshold for effectiveness. It also allows for the optimal timing and placement of those messages. Corruption has a negative impact on society, particularly in furthering poverty and income inequality. Numerous studies show a robust link between a free, strong, and independent press and reduced corruption. Economist needs accurate and timely information to allocate resources efficiently. Investors and other

groups increasing value and demand governance this role is monitored from the media. In order for development to be just and sustainable, citizens must productively participate in the decisions that shape their lives. Participation requires an informed citizenry. A free and independent media supply timely and relevant information to citizens allowing them to change their own behaviour and to demand higher social standards for society. By their very nature media and the media people meaning journalists of the print media, radio and television are quite powerful. So politicians, bureaucrats and the police look at them with apprehension. Generally they do not want to be in the media if the reports are not in their favour. If the media people praise them, they are happy. So by and large people try to be friendly with the media. But for the media this power comes with tremendous responsibility.

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