

IMPACT OF MASS MEDIA ON ECONOMIC DEVELOPMENT

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Abstract

This serves to provide a framework upon which we can gain a broader perspective of the mass media in underdeveloped countries. Attention is then turned to an examination of the economic development process itself, along with a listing of the contributions communication and the mass media have made to social and economic development. Researchers and policy-makers have motivated the literature on the impacts of media exposure. In this survey, we review this literature, covering a wide range of economic and social outcomes and summarizing key studies within each area. To maximize readability, we structure the content by field of study, including the topics of education, health, crime, consumption, and family choices. provides a summary of the studies we reviewed cast a wide net and cover media impacts on education, family choices, labor and migration decisions, environmental choices, health, crime, public economics, attitudes, consumption and savings, and development economics. We stress five themes. The demand for entertainment plays a key role, with the economic impacts emerging largely as by-products, to understand the media effects one cannot just focus on the direct effect of exposure but one need to take into account the crowding out of alternative activities. The sources of identification play a critical role in determining what is known: credible estimates of short- and long run effects are available for some topics and some media but not for others most of the evidence on social and economic impacts is for exposure to the entertainment media such as television.

Introduction

In nearly all the settings we consider, the consumer demand for media content is largely due to demand for entertainment, with the economic impacts emerging as a by-product. Children watch television for its fun value, likely not thinking of possible impacts on education. Adults choose to watch a violent movie or to follow a soap opera for entertainment value, disregarding possible effects on aggression or on family values. The value of the media activities takes into account the entertainment value as well as cost factors. Similarly, there are utility shifters for the value of alternative uses of time. The activities chosen impact relevant economic outcomes, like education, violent crime, and fertility, but these effects are not considered as part of the utility-maximizing choice, simplifying the analysis. While additional controls and sibling fixed effects certainly help, they cannot ultimately fully control for the possibility of selection into television use. Using information obtained from memberships to social networks, we find that SM has a negative and significant impact on economic growth. This provides evidence in favour of our hypothesis that SM increases the search costs for information and also increases the substitution effect from labour to leisure thereby producing a negative impact on growth. If the individuals who watch television more often have characteristics associated with worse educational outcomes, selection biases the outcome.

Impact of Mass Media on Economic Development

Despite a general agreement on the importance of media development in broader social, economic and political progress, the international community—governments, development agencies, donors—largely views the development of an independent media sector as a secondary objective instead of a matter of critical importance. Consequently international donors allocate less than 1% of international aid budgets to media development. the purpose of this literature review is to present evidence suggesting that a quality, independent media has a positive impact on society and should be viewed as a critical development outcome in itself. The review is divided into three sections addressing three areas where media can have a positive effect on societies:-

Governance Impact: 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. A free press exposes private and public sector corruption. Connectivity quickly evolved into a valuable resource as engineers found ways to code information into algorithms that helped brand a particular form of online society and make it profitable in online markets –

servicing a global market of social networking and user-generated content. Large and influential platforms such as Face book, Twitter, YouTube and LinkedIn exploded in terms of users and monetizing potential, alongside countless smaller profit and non-profit sites. As a result of the interconnection of platforms, a new infrastructure emerged: an ecosystem of connective media with a few large and many small players.

Economic Impact: Economic actors need accurate and timely information to allocate resources efficiently. Investors and other groups increasing value and demand a governance-monitoring role from the media. A free and independent press can provide information and monitoring to the economic policy development process leading to more effective economic policies. It can also reduce political risk and increase good governance—conditions that are important for robust economic development. This serves to provide a framework upon which we can gain a broader perspective of the mass media in underdeveloped countries. Attention is then turned to an examination of the economic development process itself, along with a listing of the contributions communication and the mass media have made to social and economic development.

Social Impact: In order for development to be just and sustainable, citizens must productively participate in the decisions that shape their lives the public or audience often is provided information and an opportunity for discussion of important social issues. Mass media has affected our society both positively and negatively in the field of the family, marriage, religion, economy, education and polity. It has programmed our thoughts, what and how we dress and how we relate to one another etc. Certain images shown on television influence kids to misbehave, disobeying parents under the impression. Disobedience leads to destruction, that leads to teenage pregnancy, drug abuse etc A free and independent media supply timely and relevant information to citizens allowing them to change their own behavior and to demand higher social standards for society.

Contributions of Communication and Economic Development Process

It may be said that all theories of economic development agree the there must be rapid economic productivity for economic growth of any society to take place. It enables the society simultaneously to raise both demand and saving. With nothing left over for saving, hence investment. Before any country makes the decision to promote and expand industry, it must have developed to a certain level its agriculture, human resources including educational institutions, and what some economists call "social overhead." The latter include basic transport, irrigation power facilities, and communications. Essentially, a developing country must channel its investment income in all these sectors of the economy but when income rises rapidly enough to permit higher consumption and also higher saving, then the growth cycle is initiated. Higher investment leads to capital improvement and rising productivity, "The task of the mass media of information and the 'new media' of education is to speed and ease the long, slow social transformation required for economic development and, in particular, to speed and smooth the task of mobilizing human resources behind the national effort "The level of economic development is a major condition which determines whether the mass media spread in underdeveloped countries. Lerner observed that "mass media spread in a direct and monotonic relationship with a rising level of industrial capacity" Another condition for the spread of mass media is the ability to produce and maintain physical plants for the production of media products (newspapers, books, magazines, etc.). Cash, literacy, and motivation are other conditions that detuning the spread of mass media product For the most part, the media in underdeveloped and Developing countries were observed to be operating under the authoritarian concept their main function is to support and advance the policies of the government. There were two distinguishing characteristics of communication systems in underdeveloped countries: the extensiveness of group exposure to the mass media and the operation of word-of-mouth communication which is often linked to the mass media. Next we listed the contributions of communication and the mass media in the service of national development. This was followed by noting some of the conditions necessary for spreading the mass media.

Conclusion

Mass media create impact by playing their role as change agent, reflector and reinforce of dominant values and attitudes in society which can have a significant impact on the decisions of development planners, policy makers and legislators that affect development programmes. The need for connectedness is what drove many users to these sites. Connectivity quickly evolved into a valuable resource as engineers found ways to code information into algorithms that helped brand a particular form of online society and make it profitable in online markets – servicing a global market of social

networking and user-generated content an ecosystem of connective media with a few large and many small players. The transformation from networked communication to “platformed” sociality, and from a participatory culture to a culture of connectivity, took place in a relatively short time span of the years.

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