

TOPIC OF THE WEEK

FEB'19 (07 to 13 Feb)

Media in a Democracy

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. 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 upto 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 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.

In the age of information technology we are bombarded with information. We get the pulse of the world events with just a click of a mouse. The flow of information has increased manifolds. The perfect blend of technology and human resources (journalist) has not left a single stone unturned in unearthing rampant corruption in politics and society.

Social Media is like a major lifeline in the current era. As arteries and veins are essential to pump blood throughout our body in order to maintain our survival similarly social media has drawn its attention in making such a mark in our lives today. We can define Social Media as a platform which enables people to interact and socially adhere to other people in the society and around the world.

Now strictly speaking, social media has played a significant role in bringing a new revolution in our lives but has also lead to many insignificant setbacks. As we know that anything that is accepted by us on a global

platform is at the most useful and fruitful to us but at times the adversities come into picture where we need to check and evaluate about the outcomes. So, coming to the impact of social media, there are advantages and disadvantages running simultaneously on a parallel track.

Impact:

The impact of media is really noteworthy. Excessive coverage or hype of sensitive news has led to communal riots at times. The illiterates are more prone to provocations than the literates. Constant repetition of the news, especially sensational news, breeds apathy and insensitivity. There is a plethora of such negative impacts. Media should take utmost care in airing or publishing such sensational news. Commercialization has created a stiff competition in media. In order to outdo each other print media has often gone one step further in publishing articles, cover stories on dark areas. Media experts say this is one of the means of attracting readers who are glued to T.V. news channels, which have cropped up swiftly in a recent past and they believe this is a cheap form of journalism.

Conclusion:

No one is perfect in this world and so is the media. There is no democracy without active and neutral media.

Media is like a watchdog in a democracy that keeps government active. From being just an informer it has become an integral part of our daily lives.

With the passage of time it has become a more matured and a more responsible entity. The present media revolution has helped people in making an informed decisions and this has led to beginning of a new era in a democracy. Also social media is of significant importance to us but then we must look at both the pros and cons as it proves to be a boon if used judiciously and effectively as well as a bane if being overused or misused and this use affects not only the individuals but the nation as a whole.

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