

DEVELOPMENT OF THE MEDIA AND SOCIAL CHANGE

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Abstract:

Media plays a profound role in shaping social, cultural, and political landscapes worldwide. Its influential capacity to disseminate information, mobilize masses, and raise awareness about social issues has spurred its recognition as a catalyst for social change. This research paper aims to provide an overview of the development of media and its influence on social change. The study adopts an integrated approach that merges theoretical frameworks from media studies, sociology, and communication to understand the complex relationship between media and social change. It also incorporates a comprehensive review of existing literature on media's historical development and transformative effects on society.

Keywords: Communication, Development, Media Development, Society, Social Change.

Introduction

The role of the media on a nation's development cannot be overstated, particularly the combination of newspapers, radio, television, and the Internet. Development refers to adjustments or advancements made to a country with the goal of enhancing the political, economic, and social conditions of its citizens. It encompasses economic, political, social, and cultural variables and is a multifaceted process of activity, organisation, and communication. The media's own practises, the cultures in which they work, and the audiences they

serve will determine the media's actual impact on national development. None of these elements are constant throughout space, time, or circumstances. For instance, it is unlikely that the media in dictators will have the same power as it does in democracies. There is no denying the media's important contribution to national growth. The position encompasses the social, political, and economic arenas. The media are the gatekeepers of public concerns and set the public agenda. They play a watchdog function, particularly in the battle against

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corruption and political transparency. The constitution's three branches of government are subject to checks and balances provided by the media, which serves as the fourth estate. Particularly in post-colonial cultures and those facing ethnic and religious diversity, media play a crucial role in fostering nation-building.

What is Media Development?

The evolution and change in the sectors of news media and communications are referred to as media development. Such change refers to a variety of institutions, practises, and behaviours, such as the rule of law, freedoms of the press and of expression, journalist education programmes, business settings, management skills of journalists, and support for a plurality of viewpoints in society. Donor support, private investment, or local processes of change driven by media owners, managers, journalists, media industry associations, and other cooperative activities can all serve to spur this growth.

Print, internet, television, radio, and mobile media all play crucial roles in educating the public and eliminating information asymmetry. The media, which may be summed up as a means of mass communication, is an essential component of advanced society. The sector is crucial not just because it interacts with other political and economic institutions in a nation, but also because it likely has the biggest immediate impact on the general populace of any institution. The ability of

the media, at least in theory, to disseminate important information to people in every part of society and to ensure the responsibility of the key players in power (government and corporations), is largely responsible for its unavoidability.

The process of enhancing media communication with the public as well as the people's use of media for communication and self-informing is known as media development. The term "media development assistance" describes the initiatives made to increase the sector's capacity for effective communication and interaction with the general public. The following activities, among others, are directed at both traditional and new media.

- Encourage the media's freedom from societal actors' control, including the government and the commercial sector
- Make the media sector's legal and regulatory systems stronger.
- Encourage better managerial, financial, and business procedures in the industry.
- Promote suitable infrastructure, accessibility, affordability, media literacy, and a wide reach of information.
- Enhance the accuracy and calibre of the information that the media produces.
- Strengthen pertinent organisations, networks, and associations

Objectives

- Functions of media in development of society.
- Importance of media in social change.

Methodology

Methodology is a broad approach to data collection, whereas the methods are the exact tools used for data extraction. This research have case study' methodologies, while 'interviewing', 'surveying', and 'systematic observing' are the methods used to collect the data. This study has also collect the information both primary and secondary data throughout the Karnataka state.

Media Ethics

We've seen how powerful the media can be. By definition, media and media people, i.e. journalists in print, radio, and television, are quite powerful. As a result, politicians, bureaucrats, and police officers are wary of them. They generally do not want to be in the media if the reports are not favourable to them. They are pleased when the media praises them. As a result, most people try to be friendly with the media. However, for the media, this power comes with enormous responsibility. People will lose trust in them if they use their power to do wrong or cause trouble for others. The media, like any other profession, such as law or medicine, requires a code of ethics. People will lose trust in them if they use their power to do wrong or cause trouble for others. The media, like any other profession, such as law or medicine,

requires a code of ethics or guidelines on what is right and wrong. There are clear codes of ethics for lawyers and doctors, and anyone who violates the code can be punished or removed from the profession. However, there are only a few guidelines and no strict code of conduct in the case of the media. The Press Council of India is one of the organizations that issues media ethics guidelines.

Accuracy: The information provided by media personnel in print, radio, television, and the internet must be correct. Incorrect or false information can jeopardize the interests of individuals, institutions, and the country. Media professionals must verify the accuracy of their facts in order to be accurate. For example, if only 50 people were killed in an accident, the media cannot report 200 or 500 deaths. If a member of the media writes something negative about someone or accuses them of being dishonest, that person should be given the opportunity to give his or her side of the story.

Confidentiality: A journalist protects the confidentiality of information revealed by various sources.

Protection of sources: Never reveal the identity of a source who has provided confidential information. For example, if a government official provides information about his department, the media should not reveal the official's name in order to protect him from harm.

Right to privacy: A journalist must respect a person's right to privacy. That

would imply that a journalist should not write about ordinary citizens' private lives.

No incitement to violence: The media should not inspire or provoke people to commit acts of violence or crime. Writings that glorify violence should also be avoided.

No vulgarity or obscenity: The media should not publish, display, or broadcast anything vulgar or obscene.

No Communal writing: India is a country where people follow diverse faiths and religions. Our Constitution believes in secularism, which means respect for all faiths and religions. It is easy for the media to create problems between sections with different faiths and religions by writing about them or broadcasting issues which can promote communal problems. There have been several occasions when communal riots and killings have taken place based on media reports. The media has to ensure that it works in the interest of the public.

Does it matter how the media is developed and how important it is?

In both wealthy and developing nations, the media may be a potent driver for change. It can play a significant part in pursuing a pro-poor development agenda in emerging nations and aiding economic growth by energising consumer markets. By increasing public awareness of social concerns, empowering citizens to hold their governments accountable, reducing corruption, and fostering civic discourse, it can improve governance where it can

successfully serve the functions of watchdog, gatekeeper, and agenda-setter. Additionally, it can make marginalised and excluded groups' voices heard. According to recent studies, the media, especially radio, is increasingly reaching young, rural, and illiterate people. According to reports, media in many developing nations is layered and combined in various ways, including community media, state-owned media, private media, and public service broadcasting.

- Community media are modest, non profit businesses (like neighbourhood radio stations) that seek to represent and serve their local community's needs. Some contend that community media play a specific role in providing a platform for rural, marginalised, poor, and/or people without access to mainstream media, and that they frequently produce content that furthers development agendas. Community media organisations frequently face significant financial challenges.
- State-owned media, particularly broadcasting services, have the largest audiences but are frequently condemned for government bias (or being susceptible to political pressure), a concentration on urban issues, a lack of professional journalism, and poor programming due to under-resourcing.
- Private media although they are sometimes seen as independent,

private media outlets are typically motivated by financial gain and dependent on advertising revenues. They may also be affected by commercial interests or the government, for example, through tax breaks or government advertising. Additionally, a concentration on financial gains may result in a homogenization of programming and a tendency towards entertainment over educational material.

- Public Service Broadcasting (PSB), In contrast to state-owned and private media, PSB operates within a defined legal framework and has a great deal of control over its programming and content. Public subscriptions and levies are frequently used to pay programming, which is frequently augmented by state money and advertising. Programming is influenced by public interests.

Building institutions' or individuals' capabilities in the areas of freedom of expression, pluralism and diversity of media, as well as openness of media ownership, is a component of media development. Through the backing of free and independent media, media development plays a role in democracy and effective democratic dialogue.

Major Functions of Media

Sending and sharing of information is the major function of media, Media provides education and information, the other important function of media is the

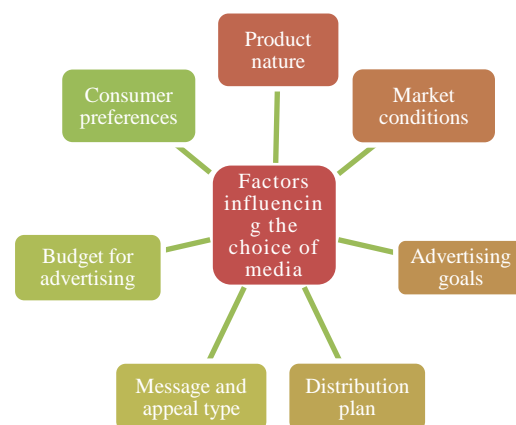
entertainment, Persuasion, Surveillance, Interpretation, Linkage, and Socialization.

A Range of Media

A vehicle or method of message delivery that carries an advertisement's message to a certain audience is referred to as "media." Media like TV, radio, print, outdoor, and the internet are tools for reaching the public with advertising messages. The primary responsibility of media planners is to choose the media platforms that will best convey the advertising message to the intended audience. Consequently, it is crucial those media planners:

- Remain current with current media trends
- Remain current with technical advancements
- Identify the immediate and long-term consequences of various media
- Examine the advantages and disadvantages of various mediums.

Factors influencing the choice of Media



Utilising technology to communicate about development

Technology and mass media should be skillfully and extensively exploited for development purposes. A development communicator must keep in mind that media usage for educational purposes should be extensive. And for this reason, the mass media structure should be planned, and attempts should be made to consistently reach the largest possible audience. Daniel Lerner stated in 1958 that "the greater the communication facilities, the greater or even faster is modernization" in examining the relationship between development and that of any mass medium.

Jan Servaes (2007) in his book "phenomenal work Communication for Development and Social Change" assembles comments from eminent subject experts and development communication practitioners from all around the world in his outstanding work Communication for Development and Social Change. Introduction to Development Communication, Theoretical Foundations of Development Communication, Communication Policies, Strategies and Exemplars, Special Case: HIV/AIDS Campaigns, and Community Media and Conflict Resolution are the five sections of this book. Citing the studies of Jo Ellen Fair (1989) and Servaes, it was noted that, from 1958 to 1986, development communication was largely received with enthusiasm and hope.

Ricky Storm Braskov (2012) "Social Media in Development Cooperation" It sheds light on new digital communication channels and their effects on development communication practices. In the foreword, Thomas Tufte and Oscar Hemer argue that the revolutionary potential of social media has been understated in the development discourse. They then go on to describe various uses of social media and highlight the coexistence and interdependence of new and traditional media. The book examines a brand-new social paradigm that has been reinvigorated by social media, one that guarantees universality, interaction, speed, and interconnection as well as the opportunity for citizen journalism, user-generated material, and e-governance projects.

Viviane Schonbachler, (2021) "Feminist and Gender Perspectives in Literature on Media & Development" These research reviews provide academics and practitioners with information on the main arguments, supporting data, and developing problems in global media development. They offer succinct summaries of recent academic and non-academic research and talk about how it applies to helping foreign media. The series was started by the MEDAS 21 postgraduate programme on international media development aid and the Forum Media and Development. To broaden the initiative's scope and study, additional research institutes and individuals are asked to participate.

Information transmission is so important in bringing about social change among the recipients, the positive contribution of media to national development has been acknowledged in Third World countries. The media is an institution with a strong social foundation in addition to being a potent platform for news collecting and dissemination. Its power stems from a reciprocal link between society and the media. Print or electronic, media has a broad and profound appeal.

The range of media is broad and profound, including everything from personal behaviour to society conventions. Electronic media, which is more visually focused, features greater sensationalism and glitz. Print media, in contrast, is serious but durable. Newspapers continue to be efficient forms of communication despite the proliferation of television channels, which offer little time for leisurely breathing. Press is a wonderful gift to humanity and is absolutely necessary. It does an excellent job and plays a key part in communication. Due to its significance and importance, it has received a great deal of praise, admiration, and appreciation. And it won't be offensive to remark that the press is to society what air is to living things. In this ostensibly free press environment, it is nevertheless unclear which subjects receive media attention and why others are relegated to the back pages.

The journalist can sway their audience by drawing them in and getting their

attention to collaborate and take part in more fair development plans if they are conscious of their position. New forms of development journalism have drawn increasing attention over the past 20 years, in tandem with the growing significance of studies on development communication in poor nations. It might be argued that communication for development and communication for development are complementary. If skilled journalists use communication to spread messages that are focused on development to their audience, then communication can be used as a tool for development. A useful development communication that reflects society's actual requirements requires ongoing examination of the media's performance. Indian journalist Narinder Aggarwala, a proponent of development journalism, thinks that journalists working on the development desk should analyse all development programmes critically from both a local and a national perspective.

A news story satisfies the minimum requirements for development journalism if it includes at least one of the following elements: emphasises the process rather than the event, maintains a critical viewpoint on development plans, emphasises people's needs, provides background information for development issues, forecasts future needs, takes into account how plans will affect people, compares the development process to similar processes in other places, compares the plan with implemented

results, and, if applicable, includes at least one of the following: . As we have seen throughout, politics is a mainstay of newspapers. However, there are still other problems that deserve to be mentioned. Do other developmental issues receive adequate coverage, or are they buried under a thick political fog? When it comes to how print media covers developmental difficulties, these queries become increasingly significant. Our media provide a huge amount of space to business and relatively little to social areas like education and health care. Few media observers pay attention to the lives and issues of labourers, farmers, students, sex workers, etc. while the majority cover pop music, fashion parades, film stars, and other events. Lakme Fashion Week outperforms farm suicides by a wide margin because of this. Higher economic indices do not constitute development in and of themselves. It should not be confused with increased consumer consumption or a profusion of products. What really counts are people's social and cultural advancements along with their economic will as evidenced by higher food consumption per capita, a safer environment for living and working, and, of course, the spiritual freedom to pursue higher ideals of life, cultural and artistic achievement, and the freedom to express one's opinions without fear.

Conclusion

Human development cannot occur through unrestrained pursuit of riches, unrestricted consumption of products and

more luxurious creature pleasures, or ownership of contemporary entertainment media. And social disorders like alienation, criminality, and drug addiction are rife, as witnessed in many wealthy western nations and in wealthy areas of all poor countries. By creating values for the society or nation and fostering an atmosphere of change there, the media contributes to attitude development. Another significant function of the media in national development is the obligation to inform the public about development programmes and activities. The people who need to be informed, educated, and mobilised by the media may be completely unfamiliar with the policies that are devised and presented by policymakers. As watchdogs of society, the media should review, analyse, appraise, or criticise, as necessary, the activities of government agencies and programmes. This is another developmental role of the media, in addition to criticising and denouncing the actions of public officials.

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