Role of Media in the Development

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 *Abstract*

*Media is considered as “Mirror” of the modern society. In the present age media has become as necessary as food and clothing. The main aim of media is to inform people about current situation, new affairs and day to day news of the world. It is media for the masses that helps them to get information about a lot of things and also to form opinions and make judgments regarding various issues. It is media which keeps the people updated and informed about what is happening around them. Media plays a significant role in today’s development whether in education, politics or society. Development is impossible without the sound contribution of media, as it is media that changed the world into a global village. Youths are the leaders and future of every nation. Youth plays an important role in every field, whether it is politics, education, tradition, culture etc. This paper will focus how media and youth play an important role in the development.*

*Keywords: Media, Role, Development, Education, Democracy, and Agriculture.*

**INTRODUCTION**

The term 'media -has distinct meaning -That is communication as the 'transmission of messages' a receiver and a channel or a medium through which the message is transmitted. Thus "Mass Media is delivering information and ideas, to a sizeable and diversified audience and is directed to a large, heterogeneous and anonymous audience." Media is the most powerful tool of communication. It helps promoting the right things on right time. It gives a real exposure to the mass audience about what is right or wrong. Even though media is linked with spreading fake new like a fire, but on the safe side, it helps a lot to inform us about the realities as well. The world is moving towards progressive in every walk of life. But when we look towards societies, it feels as if something is still missing. Money, power, lust etc. is the wish of every human being to attain. But we cannot deny this fact that we all are bounded with loads of social problems, which are hard nuts to crack. Social issues are matters which directly or indirectly affect many of all members of a society and are considered to be problems, controversies, related to moral values, or both. Social issues include poverty, violence, corruption, bribery, suppression of human rights, discrimination and crime, killing in the name of honor etc. (Tiwari 2013).

Media has a constructive role to play for the society. Today news channels and even some newspapers are mouth piece of some social issues, which helps us to estimate the realities of lives. Media has played an important role in order to focus on the social issues in almost every era. It is the fact that in most of the eras, media were not being given free and fair chances to explore the issues of society more openly than it is being given now, but we cannot deny this fact that the issues were always raised in order to provide justice to the people.

 *Role of Media in Development of Education*

“The role of mass media in a democratic country is similar to the role of judiciary and executive. To some extent, it plays a more effective role than judiciary and executive organs of the country.” Dhaka University vice Chancellor Prof AAMS Arefin Siddique. Education is much more than going to schools and colleges, its purpose is to create awareness among people. Media is providing this kind of knowledge outside of the schoolroom. Thus it is playing a vital role in creating mass awareness both in rural and urban areas in our country. The role of media in education is evident today by the number of computer labs, television sets and libraries that have become part of curriculum in most schools today. Media comes in different forms and each form affects the way students learn and interpret information. Media has brought the world closer (globalization) so that now students from different universities in different parts of the world are connected through a mere internet connection.
The concept of democracy was based on the fact that if individuals are educated to a certain level then they can rule themselves effectively. The question that now arises is "are individuals here media literate?", and also how important it is for them to be media literate. Millions of messages are being sent each day through various media channels. The research will bring into light society's ability to critically analyses and interpret these messages. Here, positive impact of media will also be researched. Over a span of time development support programs have been launched effectively by media organizations. An example can be the AIDS awareness campaign of Uganda, where media ran advertisements free of cost. According to some media analysts in third world countries media should play a developmental role. The research will also try to explore this fact. How well have awareness campaign been run in different parts of the world through the media and if media can take the role of the “TEACHER” in the society. There are two types of media viz., print media and broadcast media or electronic media:

 *Print Media*

Print media in our country is very powerful. People, especially, the students read newspapers for learning different aspects about life, art, culture and science of both home and abroad. Almost every newspaper has its own education page. In the page, they published educational articles written by teachers, trainers, students, and experts. It also publishes different difficult explanations, questions and answers of secondary and higher secondary levels. Some English dailies publish the techniques of teaching English language and grammar, while some scientific magazines scientific explanations and new inventions. Some dailies publish ‘weekly magazines’, which focuses mainly on the higher education. In addition, they publish the prospectus of different educational institutions. Again, students as well as adults can learn good English from the English newspapers. They can read articles about a certain topic and enrich their language knowledge. Some newspapers have their “reader’s forum”. Through this forums they, try to enhance education and awareness in different areas of the country. The readers of different newspapers, who also work for it as volunteers, teach the deprived children in their free time. Sometimes, they provided books and related materials for slam children, who never got any chance to go school. Some journalist tries to create awareness among the working children and adults. They do this either provoked by their own interests and sense of responsibility or assigned by the office.

 *Broadcast Media*

 We are now in a state of “Media Expansion”, we have lot of TV and radio channels and every day new channels are coming. Broadcasting media is the most common & popular media in our country. In the cases of developing countries, like India, implementation of education fully depends on appropriate use of broadcasting media technology. And the government as well as private organizations is using Radio and television for meeting these demands. A significant result has already been achieved in the field of mass education of India by using broadcasting media. All the TV and Radio channels present various educational programmers for the students. These programmers become very popular in the country. The rapid developments that have taken place in recent years in the field of information technology, have paved the way for revolutionary changes in education, in terms of both methodologies and concept. The new technologies have basically provided access to a vast volume of information, helped in handling this information more competently and have consequently assisted in improving both quality and productivity. The national policy on education 1986 has great emphasis of the use of educational technology for improving the quality as well as quantity of education for the first time in the history of Indian Education.

 *Role of Media in the Democracy*

India is one of the biggest countries in the world, and in this country media plays an important role in every field. Among these fields democracy is one where media is doing great job. Media plays a vital role in informing the citizens about the development and progress in the society. It is the media which helps the citizens to make informed choices, and make democracy to function in its true spirit. But for the proper function and work of media it should be free from political and government pressure to ensure that media is playing significant role in democracy. The constitution of India has given freedom to press in 1950. To educate and inform masses for their social uplifment, progress and development is also one of the main functions of media. In the country like India where there is large scale poverty, unemployment and underdevelopment media has a responsibility towards developmental journalism. It has also a role to make formation of public opinion which can force the political parties to address the core issues haunting the country’s progress. Media acts as an interface between the common man and the government. It is a very powerful tool and had an ability to make and break the opinion of people.

Media throughout its various means of newspapers, television and cinema is what rules the heart and minds of people. Here are some examples like as the advertisement by TATA group, Jago Re, relating the proper use of vote not only charming the public but also have a huge impact on their minds. We have another example of ‘Satyamev Jayate’ and initiative of Aamir Khan which influence our minds and changed our way of thinking on some major social evils prevailing in the society.

Media is essential for the democracy in two reasons. First, it ensures that citizens make responsible, informed choice rather than acting out of ignorance or misinformation. Second, information serves a ‘checking function’ by ensuring that elected representatives uphold their oaths of office and carry out the wishes of those who elected them. In the society the good relationship between media and government represents a vital and healthy element of fully functioning democracies.

So in other words we can say that media plays an important role in Indian democracy by giving true facts to citizens which influence our decision making power to choose our representative, government or a personality by whom we want to be governed. But though sometimes there were cases that media is not performing its duty properly and become so called ‘Paid Media’ but we can’t submit a strong argument on the basis of some rare cases that the whole media is not truthful in its duty. We cannot blame whole media though some persons or journalists engaged in corrupt activities who play the dirty game by taking the money from some people by misuse of media. In short media is an important part of our lives and it is impossible to lead and develop life without media (Anju 2013).

 *Role of Media in Agricultural Development*

Agriculture is the cultivation of land related activity includes Agriculture production, animals, and other products used to sustain life. Agriculture is playing pivotal role in the rise of sedentary human civilization. This Agriculture is carried out in various methods in different places. This differ from place to place in some places farmers using new technological agriculture equipment’s and in some places farmers are still using traditional methods. There is no doubt that agriculture is back on the development agenda. But despite the promises and the rhetoric from governments worldwide, investment in agriculture and rural development is still lagging. Communication for agriculture is also not seen as a major priority at either national or international level and the role of the media as an effective player in agricultural and rural development is undervalued. Reporting on agriculture is largely restricted to natural disasters, food shortages and rising food prices. Some argue, however, that the media has a potentially broader role in raising the profile of agriculture amongst decision-makers as well as the wider public, and in communicating farmers' needs (Mancha2012).

The role of the media in agricultural and rural development was the topic of the 2009 annual seminar of CTA (Technical Centre for Agricultural and Rural Co-operation), an institution which works in the field of information for development. Over 150 journalists, communication specialists and development practitioners gathered in Brussels to discuss the constraints, challenges and opportunities for the media to promote more effective agricultural development.

When we talk about development then the agricultural sector plays an important role in our country. So here I think it will be not wrong to discuss how media plays an important role in agricultural development. In India even though it is a poor country, the central and state government started many programs to increase the productivity with the limited resources and preserve the existing resources in the form of sustainable development. Construction of irrigation canals, providing HYV, seeds and fertilizers are the main concern of central and state government. Besides this government’s media organizations like PFB, AVP and NGO’S occasionally exhibit the developmental programs and schemes regarding agricultural, animal husbandry, soil testing in addition to the information disseminate by institutions and universities. Radio and television programs carry such useful episodes to educate our illiterate and literate farmers (Anjum 2012).

The success of agricultural development programs in developing countries largely depends on the nature and extent of use of mass media in mobilization of people for development. The planners in developing countries realize that the development of agriculture could be hastened with the effective use of mass media. Radio, Television has been acclaimed to be the most effective media for diffusing the scientific knowledge to the masses. In a country like India, where literacy level is low, the choice of communication media is of vital importance. In this regard the television and radio are significant, as they transfer modern agricultural technology to literate and illiterate farmers alike even in interior areas, within short time. In India farm and home broadcast with agricultural thrust were introduced in 1966, to enlighten farmers on the use of various technologies to boost agricultural development. At present, there are about 50 such radio units all over the country. With the main stream of Indian population engaged actively in agriculture, television could serve as a suitable medium of dissemination of farm information and latest technical know – how. The farmers can easily understand the operations, technology and instruction through television. Among the several mass media, newspaper and farm magazine are commonly used. They have a vital role to play in the communication of agricultural information among the literate farmers. Increasing rate of literacy in the country offers new promises and prospects for utilizing print medium as a means of mass communication. The print media widened the scope of communication. It is cheap and people can afford to buy and read them at their convenience. It is a permanent medium in that the message are imprinted permanently with high storage value which makes them suitable for reference and research. Agricultural journalism is of recent origin in India. It came into existence just five decades ago. It is now gaining importance, particularly after the establishment of agricultural university in India; technical information needs to be provided to the farmers at the right time and in the right way, so that the productivity can be increased. In the view of increase in literacy level to 52.11 percent during 1991, print media has acquired a greater role in dissemination of information on improved agricultural practices to the farming community and also to inform the public in general. India has farm magazines in every state, published mostly in local languages. Agricultural department also encourages the publishing of such farm magazines particularly through farmers association. The coverage of different subject matter by radio, television, newspaper and farm magazine are almost similar with regard to agriculture, horticulture, animal husbandry, agricultural marketing, agricultural engineering and cooperatives. Any development programme implemented by government to reach people by means of better communication. In this context electronic media is playing important role, especially Radios and Television. It is creating awareness to tribal farmers and changing social behaviors in adopting new technology in agriculture, and also which crops have to be grown in which season, which soil and what pesticide and fertilizers to be used.

 As these people are innocent and illiterates some brokers are trying to sell them fake seeds, pesticides and fertilizers to tribe’s. Media can develop the awareness about these things. But these incidents of media bringing them into light and awaking people. Apart from this media is helping introducing new variety of seeds. Apart from this media is providing information about weather. In the time of natural disaster media is playing key role in bringing them to officials and trying them to get exgratia.

 *Conclusion*

So in short we can say that media plays an important role in the all-round development of any country whether that will be developed or developing. Its role is visible in every field of development whether that is social, political, economic or anything else .In other words we can that it is a back bone of the development of a country. We can rightly conclude that the effect of media is vast on the life of each and every individual. With the on-going development of information and technology in the society, media has given particular attention to the need of education and culture diversity and promoted media consciousness among individuals. Media has opened a new dimension and gave a new meaning to education. Education has become more entertaining like never before. Besides this media also plays an important role in the development of democracy of a country. It keeps the people informed regarding day-to-day activities of the government. We can say that it plays the role of medium between the government and the people, through which both are connected to each other. Without the sound or good media there will be no active role of ruling part or government in a country, because it is the only method which can highlight a minor and minor mistake of the government which can become a cause of their lost in forthcoming elections. So in other words we can say that media and democracy are the same sides of a coin or a leaf one is incomplete without other, one cannot function properly in the absence of another.

Last but not the least media plays an important role in the field of agriculture. It is the media which informs the farmers of India or any country regarding every new policy of government toward the agriculture sector. Media highlights or advertises every new product which could be beneficial for the formers. It also informs them regarding the new types of fertilizers, chemicals whether they will be pesticides or anything else which a farmer can use for the more and more production. In country like India media also gave information to the farmers regarding the Monsoons which play an important role in their agriculture sector, because due to the lack of irrigation facility most part of this sector is directly or indirectly dependent on these Monsoons. So in nutshell we can say that media plays the role of backbone in whole development of any country of the world.

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