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## ROLE OF MEDIA IN ACHIEVING AND MAINTING DEMOCRACY IN INDIA

**Dr. Dilawar Singh**

Assistant Professor, Shah Satnam Ji Boys College.

### ABSTRACT:

Media has played an important role in establishing democracy all over the world. Since the 18th century, especially since the time of the American independence movement and the French Revolution, the media has been instrumental to access the masses and enabling them with knowledge. The media is known as the "fourth pillar" to monitor the functioning of the legislature, executive and judiciary in democratic countries, as independent media cannot cease to exist without a democracy system. The media has become a source of information for the colonial citizens of India, as they became aware of the autocracy of British colonial rule. In this way, India's independence movement was given a new power, as millions of Indians joined as leaders in the fight against British imperialism. From the days of press censorship during the Emergency in 1975 to the Lok Shaba elections in 2014, the role of the media in Indian democracy has changed dramatically.



**KEYWORDS:** media, democracy, fourth pillar, Censorship, Imperialism.

### INTRODUCTION:

Media has become a mirror of the society which shows its truth to the nation. But in the era of increasing competition and the pressure of global marketing, the media has changed a lot. The media which has been used to show the mirror to the society now itself has started hiding and manipulating many things. The wealthy and elite class of the society gets hold of every form of media which resulted into that the media has forgot its social responsibility and started considering its interest as paramount. At the time of independence, the media which had done the work of spreading awareness in the society, the same media have had such bad days that they started spreading superstition in the society due to TRP. Today's media can do the work of justifying anything right or wrong without thinking anything.

**Mainly media are divided into three types. Their division is as follows:**

**1) Print Media:** Print media is one of the main medium of dissemination of information to the people. Newspaper and magazine are the main types of print media. The newspaper is still the first source of information for the people. There are more than 1 lakh publication houses in the country, in which a total of 24 crore newspapers are printed; whose total number of readers is more than 40 crore.

**2) Broadcast Media:** Broadcast media is a more effective and effective medium than print media. Television and radio are the major types of broadcast. Stunning visuals, interesting presentation,

scintillating sets grab the attention of the masses. Along with information, the public also gets a lot of entertainment.

**3) Social Media:** With the changing times, the nature of media has also changed. Smartphone and many other social media apps have also forced the media to use this medium. Social media has broken the mold of traditional media and brought about revolutionary changes. Anyone can create his /her information with the help of information available on social media.

### OBJECTIVES OF THE STUDY

The researcher had to main objective for this study.

- 1.To know the role of media in democratic India.
- 2.Tracing the crisis and struggle faced by the media during time of British rule as well as Indian attempt to get democracy

### RESEARCH METHODOLOGY

The researcher adopted the analytical methods to study the role of media in getting democracy

### What Role Media play in Democracy

Media is called the watchdog of democracy. The most important role of the media is that it reviews all the work of the government. Keeps the public informed about all the activities happening around them. Media has a critical attitude towards the system. It exposes the flaws of the system and society. In this way an impartial media helps government as well as the society to build a strong and prosperous system.

Media acts as a bridge between the public and the government. It becomes a medium of communication between the government and the people. Fixes the accountability of the government to the people and swings the public opinion. The criterion of freedom of expression in the country is determined by the media. If the media of the country is free to write and speak, then such a system may be called democracy in the true sense. It is also the job of the media to protect freedom of expression.

On the other hand, if we talk about social media, then today social media has become more influential at present. Any type of information reaches the people within minutes. Independent journalism is also being promoted through mediums such as Google, YouTube and Face book. Through Twitter and Instagram, people themselves are playing the role of media today. A positive effect of social media on Indian politics inspires youth of the country that could take interest in joining politics. Before social media, Indian politics was limited only to those who read newspapers or discussed in the Galli Mohalla.

### Role of media in Indian politics

India is a democratic country. Therefore the role of media in Indian politics is also very significant. But the question arises that is the media being successful in playing its role? Social media has emerged as a strong media medium in the present time. Political parties have started using social media platforms to connect with the masses, which saves their money, time and resources. They succeeded to connect with masses in a short time. Social media attracts more youth as they spend more time on social media. Political parties are known to this fact so they try to influence the youth through social media platform.

In the 2019 Lok Shaba elections, out of the total voters of the country, there were 13 crore youth voters. Out of this, 2 crore youths in the age group of 18 to 19 years were new voters.

Political parties can gauge the mood of the public through social media. On which issues the public is more aggressive, they can be identified. With such experiments, political parties are able to attract swing voters on the election day. In the years 2013 and 2015 Delhi Assembly elections, the Aam Aadmi Party made good use of social media. At the same time, in the 2014 and 2019 Lok Sabha elections, the Bharatiya Janata Party could establish its credibility among the public due to the media.

### Role of Media in Getting Freedom

“Journalism plays an important role in the development and upliftment of the society. Society expects a lot from fair journalism. Every person associated with journalism should work for the interests of the society and for the innovation” said Sanjay Shukla. India's first war of independence started in 1857. It is also known as the Revolution of 1857. It is a mistake to consider it a military rebellion. The reality is on the strength of this national revolution, our freedom struggle continued unabated. The Mughal emperor Bahadur Shah in Delhi, Nana Saheb in Kanpur, Rani Laxmibai of Jhansi in Bundelkhand, Tantya Tope of Gwalior and Kunwar Singh in Bihar soured the teeth of the British. The whole of India united in fulfilling the wish of the immortal martyr young revolutionary Mangal Pandey. Although, the revolution of 1857 was not successful but it played a major role in shaping the future revolution.

### Revolt of 1857 and 'Payame Azadi'

Azimullah Khan, the eminent leader of the freedom movement, published the 'Payame Azadi' letter in Delhi on February 8, 1857 which blew the flamboyant voice of freedom among the masses. This letter caused such confidence and anger in the then atmosphere that the British government got nervous and left no stone unturned to get this letter closed. Whoever had a copy of this letter was tortured. Then the government launched a special campaign to seize all its copies, yet this letter made a commendable contribution in the field of public awareness. This letter published the famous national anthem, some lines of which are famous are

हम हैं इसके मालिक, हिंदुस्तान हमारा।  
पाक वतन है कौम का, जन्नत से भी प्यारा।

The editorial article of this letter, which incited the people, was also worth mentioning. That's why if 'payame azadi' was found with a Hindu, he would have been forcefully fed beef and shot dead without being brought to court. If a Muslim was found with this letter, his mouth was stuffed with pig meat and shot dead. The British did not want to see even a single piece of the letter. Here are some lines from the editorial article of one such letter: 'Brothers! There is a war of independence with the Firangis in Delhi. By the grace of God, we have given them the first defeat. He is so frightened by it that he would not have been afraid of ten such defeats before. Innumerable Indians are bravely coming and gathering in Delhi. You are bound to come on such occasions. If you are eating there, then come here and wash your hands. Our king will love you. Our ears are directed towards you in the same way as the ears of fasting are towards the azaan of Mubazin. We look forward to hearing your voice. Our eyes are thirsty for your vision.' With the inspiring sentences of 'Payame Azadi', the enthusiasm and enthusiasm of the Indians started to wave, which inspired everyone to start dreaming of freedom. Prajahitishi, Buddhiprakash, Mazharul, Sarur, Gwalior Gazette, Dharmaprakash, Bharat Khandamrit, Gyan Pradayini Patrika, Vritant Vilas etc., sowed the seeds of nationalism in North India. National awakening, love for homeland, development of printing art and contact with English literature led to the germination of independence movement. Reforms were emphasized by Indian leaders during the tenures of Lord Mayo (1869-72), Lord Northbrook (1872-76), Lord Lytton (1876-80), Lord Ripon (1880-84), Lord Dufferin (1884-88). Bhartendu Babu Harishchandra, the forerunner of Indian renaissance, sprouted national consciousness through Hindi journalism. The senior journalists of Bhartendu Mandal ignited public consciousness on the strength of their dedicated service-spirit. Kavivachan Sudha (1867), Almora newspaper (1871), Hindi Deepti Prakash (1872), Bihar Bandhu (1872), Saddars (1874), Hindi Pradeep (1877), Bharat Mishra (1878), Sarasudhanidhi (1879), proper speaker (1880), Brahmana (1883) are the major papers of this period.

This was the slogan of Bharatendu Haraschindra-

चहंहुं जो सांचहु निज कल्यान।  
जपहुं निरंतर एक जबान।  
हिंदी, हिंदू, हिंदुस्तान।

Bhartendu Babu was an unequalled force of journalism who evoked the voice of consciousness everywhere. He was an institution in himself. He did the work of editing and publishing in more than two dozen magazines, directly or indirectly. He was the originator of Kavivachan Sudha, Harishchandra Magazine, Harishchandra Chandrika, Hindi Pradeep, Bharatmitra, Anand Kadambini and Brahmin letters. His friend circle is still recognized as a senior journalist and essayist in the Hindi world. Balkrishna Bhatt, Pratap Narayan Mishra, Radhacharan Goswami, Premghan and Ambikadutt Vyas gave a multifaceted dimension to Hindi essay through magazines and spread the message of Chaturdik Jagran.

### Swadeshi Movement and Hindi Papers

In the fight for independence, the spirit of renunciation of foreign goods and attachment towards indigenous goods was strong. To corroborate the sentiment that Bharatendu wrote in the poem Sudha on March 23, 1874, 'Hindi Pradeep' writes that 'we are the ones who suffocate good education and civilization, that for the behavior of indigenous things, thousands of heads are banged and directly We are also seeing that the poor have camped in the country due to not using the goods made of the country, but are trapped in the gluttony and negativity of the sooty things that not a single result of the lecture of a thousand times did not bear fruit.' Pt. Balkrishna Bhatt's letter 'Hindi Pradeep' gave impetus to the national movement, as a result of which it had to become the wrath of the Anglo rulers. 'Just think, man, what is this bomb' - Pt. The letter expired on the publication of this poem by Madhav Shukla. After this period, Mahatma Gandhi, Lala Lajpat Rai, Annie Besant and many other freedom fighters brought out many magazines and prepared people for the freedom struggle. Lokmanya Tilak's Hindi Kesari had its own distinct role. Letters like Hindustan, Omnipresence, Hindi Bangwasi, Sahitya Sudhanidhi, Swarajya, Narasimha and Prabha Prabhriti etc., through Jagran Mantra, soured the teeth of the Anglo rulers and finally India's independence became possible.

### Controversies and features of Indian media

The credibility of the Indian media is fast eroding, as the country's media has been criticized from time to time by the world audience for spreading sensational news. The way Indian media uses news and distorts information, has recently slipped the country down three places in the World Press Freedom Index (World Press Freedom Index). As there have been some instances of Sridevi's recent death, where journalists became judges by making false allegations and controversies over the death of late actress Sridevi. On the other hand, the Indian media played a bold role in the coverage of the Kargil War (1999) and the Bombay (Mumbai) terrorist attacks of 26/11, as several terrorist attacks in the city shook the entire nation. Certainly, the quality of news reaching the audience has declined because of the increasing influence of political parties as the media acted as a platform for parties to promote the work of the government.

### Positive impact of social media on democracy

**Digital Democracy:** Democratic values can develop only when people have freedom of expression. In this way social media strengthens the concept of digital democracy through these platforms of freedom.

**Fixing Accountability:** Social media acts as a platform where even seemingly invincible governments can be questioned, held accountable, and people can bring about change with a single vote.

Strengthening the voice of the people: Social media has the power to bring information to the people. In countries like Tunisia, social media played an important role in the 'Arab Spring'. It was used as a technique to attain liberation.

Citizen Connectivity: The implications of social media for citizen engagement are profound as many people discuss news and debate contemporary issues on these platforms.

In this way people connect with people of their own kind and a sense of community is strengthened in them.

### Negative impact of social media on democracy

Political polarization: One of the most common criticisms of social media is that it creates an 'echo chamber' where people only see things and events from the perspectives they agree with and disagree with. outright reject.

As an unprecedented number of people channel their political energy through this medium, its use in unexpected ways is creating social consequences that were never expected.

Spreading Propaganda: According to the Google Transparency Report, political parties have spent around \$800 million (Rs 5,900 crore) mostly on election advertisements in the last two years.

Through this, hate and communal speeches can be easily spread.

Foreign interference: It is believed that during the 2016 US election, Russian organizations used social media as a tool of information and publicly promoted fake pages on Facebook to influence public sentiments.

In this way social media can be used for cyber warfare with the intention of dividing the nation, state and society.

Fake News: Social media gives ample opportunity to people to have their say. Sometimes which can also be used by someone to spread rumors and spread misinformation.

Unequal participation: Social media influences the perception of policy makers about public opinion. This is because it is believed that social media platforms represent every walk of life, but not everyone is using the platform equally.

### CONCLUSION

India is the largest democracy in the world, so the responsibility of the Indian media becomes even bigger. But in the last few years the credibility of the media has decreased. Media channels have been taken over by corporate. The anchor has replaced the editor and reporter. Outside the channel studio, the number of journalists searching the ground reality has dwindled.

Many people today have become dependent on print media or social media for news. Fake news has also become a trend on social media. Cyber cells of political parties spread propaganda in the name of information on social media to shine their agenda.

The media needs to analysis its role and should aware of its responsibilities. It also plays the role of a main opposition in a democracy. Questioning the power, fixing the accountability of the government, doing fair journalism is the responsibility of the media. If there is any truth about the impact of social media on democracy, it is that it promotes human qualities, both in positive and negative manner. At its best, it gives us a chance to express ourselves and improve ourselves. In the worst case, it opens the way for people to spread misinformation and destroy the values of democracy.

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