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## MASS MEDIA AND THE SOCIETY

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### ABSTRACT:

*The importance and role of mass media in the society is discussed in this article. The mass media is a significant mean for entertainment and receiving information for masses among the societies. It's a powerful tool for building the views and opinions of public, related to all issues existing in the society. It provides a mean to the people for expanding their business and helps the society to grow economically. The media is capable of creating and shaping attention of the public towards all the society related issues and problems. Above all the mass media is educating the general public through its various programs on every aspect of human life. The progression and development of the society gets enhanced through the defining works of mass media.*



**KEYWORDS:** Mass Media, Society, Mediums of Mass Communication, People.

### INTRODUCTION

The mass media is defined as the technology that is intended to communicate or reach a mass audience. It has advanced and developed significantly over time. According to Denis Mockwil, "The media are the single largest focus of leisure time activity and means of entertainment". The mass media act as important leisure tool for people during their free time. They help in providing an association of other leisure related tools and gives choice to people to entertain themselves during their free time. They coherently work in the initiation of other entertainment options. They provide a platform to the general public to express their views and opinions freely. These mediums have ensured that there is an effective and wider communication to provide information to every person of the society. The mass media has the power in shaping people's values, beliefs, perceptions and behavior. In view of all such reasons, the mass media has been named as a leading and evolving industry.

The mass media develops in a society through the historical processes prevalent in the community and it is evident that the effects of such development can be seen in the evolution and growth of the society. As the mass media is given such a prime and central position in the society, it is allotted a social system status in which many arrangements like family, education, administrative system and religion leave their imprints and effects on the society, lifestyle, thinking, actions and work of the people. In addition, the media also have their imprints on our day to day life. The importance of mass media is increasing day by day in the modern world and it will increase a lot in the future. The mass media includes newspapers, magazines and books as printed mediums while radio, cinema, television and internet as unprinted mediums.

## IMPORTANCE OF MASS MEDIA

The importance of mass media in the 21<sup>st</sup> century will keep on increasing and that is what actually is happening. The mass media have played a very important role in the life of people. Be it personal perception or community perception, these mediums provide their service to different types of audience and they try to serve according to their choice. These mediums reflect the hope and aspiration of their audiences. They change their programs according to the needs of the audiences.

The most important work of the mass media is to provide entertainment to its every user. Moreover, the mass media keeps the society updated about the current events. A person living anywhere in the world can get to know the news of any part of the globe by using these mediums. These mediums are able to provide all the necessary and latest information in a very short span of time.

The mass media is a very handy and worthwhile tool for spreading education and awareness in the society. The society awakening programs on health, environment, social issues, financial issues, etc. are very beneficial to one and all. The science based and learning programs help the younger minds of the society to upgrade themselves in their studies.

The advertisements and the marketing on the mass media are advantageous for the people for enhancing and spreading their business communication. This helps the economy to grow and is profitable to use for people. The mass media also helps in spreading the art and culture of a particular region.

## SOCIETY AND MASS MEDIA

While discussing about the relationship between society and mass media, the focus should be on their functional form. Basically, such mediums work for the development of the society and also they bring the changes in the working culture of the society. The society creates the requirement related to information and the mediums oblige by fulfilling these demands. Every medium while fulfilling the needs of people in their own way, are developing their own capabilities. Also the nature of the mediums is getting changed rapidly due to the new technological advancements going on in the world. Every medium has its potential as well as some limitations. Though newspaper is a printed medium yet it has a limitation of words and it is of no use for illiterates.

In the year 1947, America had nominated the newspaper independence commission and it laid the foundations for the laws regarding responsibilities towards society. The commission had concluded that the free market has failed to fulfill certain obligations to society. These laws states that the mediums must be diversified; they must show the wide range of variety visible in the society; they must reflect the multiple views of the people and also should be capable of answering the queries of the people.

The exchange and collaboration between the society and the mass media depends on the steps and procedure taken during the development of the mediums. The society is engaged in the process of modernization and industrialization. The changing scenarios of the society have to be considered, while discussing about the origin and developments of the mediums.

The mediums are working from the front to fulfill the continuously increasing demands for information. There are discussions on more and more minute details of every topic in the world by using advanced analysis methods. There are demonstrations of opinion regarding alternate arrangements of information. There is creation of public opinion on various issues. But while doing all such things, the discussions and evaluations of means of mass communication keeps on going on the various platforms of the society. The continuous work of the mediums is to perform the analysis of the numerous incidents occurring in the society and to present the rear side of the social images. The mediums have to perform the analysis of the changing cultural lifestyles in the society and consequently the changing social values. The mediums should be able to communicate how these social values are retained, how their composition designs is framed and how they can be expressed more comprehensibly.

According to Mac Luhan, "Media of communication are vast social metaphor's that not only transmit information but determine what knowledge is; that not only excite and delight our sense

but actually change our character". The work of mass media is a social procedure. Their work is not only to upgrade the information but to build the character of the society; not only to provide the information but to provide the knowledge; not only to give a thrilling and delightful experience but to evoke the senses to bring changes in nature and character of the society.

### **THE SOCIAL BINDINGS ON THE MASS MEDIA**

The effects of modernization and westernization can be seen on the mediums of mass communication. There are advertisements related to various things and information on the mediums like television and newspapers. Television broadcasts numerous and multiple news on their different channels, which are mostly related to politics, sports or mainly the events of the cities. But the problems prevalent in the villages and undeveloped areas are being overlooked. There are many neglected aspects of the society which are needed to be brought forward by the mediums.

At present, the focus of the mediums of mass communication is more towards the urban areas. The rural sector has been mostly ignored, which comprises of nearly seventy percent of the overall population. The success of any development program depends mainly on the progression and participation of this population. For this, the mediums of mass communication must focus and emphasize on the problems of the rural sector people and try to increase their participation. The mediums must try to bring the attention of the Government towards the development of basic infrastructural facilities in the rural areas. All the mediums have the responsibility of spreading and promoting scientific overview and thoughts in the minds of their citizens and this should be followed by the mediums at all costs.

The mediums of mass communication through their different programs are capable of attracting attention of people on various social issues like literacy, employment opportunities, need for population control, new techniques for agricultural development, child and women welfare, health issues, female feticide and its effects, environment awareness, protection and up gradation, gender issues and many more. These should be undertaken by all the mediums on priority basis.

The mass media through their programs must support democracy and enlighten the society to follow the democratic norms. The mediums must also become a voice of the people as they can contribute the viewpoints of the public on the matters related to common people. This can help in creating public opinion related to key issues of the society.

### **NEGATIVE IMPACTS OF MASS MEDIA**

The mass media have the strength in building societies likewise they also have the strength in spoiling societies. The real failure of these mediums is their inability in building vigilant societies. The expansion of mediums has effects on three aspects of the public viz. conduct of the people, their thinking and their expectations. The information waves can work positively or negatively on society in relation to these three aspects.

It's a common reprehension that the electronic mediums work on tempting and influencing people by exciting their hope and desire. Many fraud and trickery cases have come up after the information blast due to advertisement revival. There have been instances in which people influenced by audio visible mediums have done misrepresentation and falsification of facts for their own benefits.

In today's modern era, the electronic mediums are taking every issue in a very open manner which can lead to an invasion in someone's personal life. The impact of negative programs on public is such that there seems no bond or obligation in life; traditional attachments, relationships and family affection are decreasing day by day; people are pretending more in a false manner and an environment of distrust is being created instead of love and trust.

There has been an increase in lonesome life due to some of the mediums of mass communication. People nowadays find more pleasure in viewing television at home rather than mixing with each other. Most of the people are busy on their laptops. Children are also engaged in various types of games on computers and mobiles. All such things are responsible for increasing the loneliness in the life of people.

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## CONCLUSION

In the modern times, while facing the difficult social and financial challenges, how the mediums of mass communication will move forward for the society and take the necessary actions is the real question. In today's scenario, the number of mediums of mass communication has increased rapidly and now they have become an integral part of daily life of people. In a diversified society, the moment at which the mediums accept the power and control to provide people as per their needs, they become a strong pillar of the society. This makes the mediums as opportunistic and they take charge of the minds of the people to thrust their own views on them. In order to become a trustworthy and respectable mean for transformation of society, the mass media must work responsibly with self-discipline. For this, the work culture of the mediums is also needed to be changed as per the pace of the society. All types of mass media have reached to very larger audiences and they have a massive impact on the functioning of the society. The mediums now have a wider role in enlightening and educating the societies for the progression of mankind, masses and the overall society which must be taken care by the mediums and they should act accordingly.

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