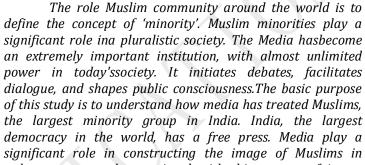# REVIEW OF RESEARCH

THE ROLE OF MEDIA IN THE DEVELOPMENT OF MUSLIM MINORITY COMMUNITY OF HUBBLI-DHARWAD

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ABSTRACT:

The role Muslim community around the world is to define the concept of 'minority'. Muslim minorities play a significant role ina pluralistic society. The Media hasbecome an extremely important institution, with almost unlimited power in today'ssociety. It initiates debates, facilitates dialogue, and shapes public consciousness.The basic purpose of this study is to understand how media has treated Muslims, the largest minority group in India. India, the largest democracy in the world, has a free press. Media play a significant role in constructing the image of Muslims in India.Certain media sources were found to be more strongly associated with this process of image construction than others. The study also found that in spite of having limited knowledge of Islam and a reliance on the media for information, most respondents are generally accepting of Muslims as part of Indian society and do not perceive them as a threat to the country. Mass media and information technology make it very easy for people to access information about almost any subject in the world. Different channels, magazines, and websites are providing great service in generating awareness about Islam.

The study concludes that in spite of the media being a primary source of information, the potential for pejorative representations of Muslims to generate negative public opinion is limited to a minority of the population.

KEYWORDS: *Development, communication, mass media, new media, Hubbli-Dharwad.*

INTRODUCTION

The role of media in the development of Muslim communities is presenting us with new ideas about community and identity, enabling diverse and dispersed people to build new contacts and redefine what it means to belong (Saifee et al., 2012). As indicated by Payel Sen Choudhury (2011) detailed that the term Development Communication 'can be isolated into two terms, i.e.—Communication and Development. Here correspondence alludes to the utilization of various sorts and media with regards to advancement. It is additionally used to mean sharing of data and experience to quicken improvement. Whereas, development alludes to the difference in the public arena for improvement. It tends to be both social and financial change for development or advancement.

Everett M. Rogers characterized the term improvement correspondence as-It alludes to the utilizations to which correspondence is placed so as to assist advancement. Such applications are expected to either further create in a general manner, for example, by expanding the dimension of the broad communications presentation among the countries native, so as to make a great atmosphere for advancement, or to help a particular distinct program or task. On the other hand F. Rosario Braid detailed in his investigations that advancement correspondence is "a component of the administration procedure in the general arranging and usage of the formative projects".

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In developed and developing societies alike the last thirty years have witnessed the 'return of religion'to public life. This process is normally dated from the Iranian Revolution in 1979, and has beendistinguished by the mobilization of religiously-based political identities, virulent anti-secularism andvocal claims for a more generous role for religions in the public sphere where, for the most part, theoperative norm since 1945 has been the secular state (Casanova, 1994; Habermas, 2006).

There have been several paradigms of development, each of which had a slightly different notion of what development is. Inthe 1950s and 1960s the development theorists and practitioners stressed andvisualized that development can be achieved by modernization via industerilizationand urbanization though the two exemplars of this model viewed modernizationdifferently. Lerner(1958) stressed on individual modernization while Rogers(1960) stressed on modernization at the social system level.

APPROACHES TO MEDIA, COMMUNICATION AND DEVELOPMENT

Media assumes a significant job being developed correspondence through flow of learning, giving gathering to talk of issues, show thoughts, aptitudes for a superior life and make a base of accord for security of the state. From the beginning periods of the presentation of the media in India different endeavors were made to misuse their potential for improvement purposes. The historical backdrop of advancement correspondence in India can be followed to 1940's when radio communicate was done in various dialects to advance improvement correspondence through different projects, similar to Programs for Rural Audience, Educational Programs and Family Welfare Programs. Today TV in our nation is likewise utilized as a mechanism for social instruction, weapon against obliviousness and mindfulness among the general population, through is contrast projects like Educational Television (ETV), Countrywide Classroom (CWC), Teleconferencing and so forth. Tests in Satellite innovation has been directed as of late to realize Social change and advancement. This has been done as SITE Program and Kheda Communication Projects.

UTILIZATION OF INNOVATION IN DEVELOPMENT COMMUNICATION

Broad communications and innovation ought to be widely and thoughtfully utilized for advancement reason. It ought to be remembered that it is a weapon in the hands of the administration for positive formative reason. At the point when the media is utilized for formative reason, create communicator needs to remember that the utilization ought to be broad. Daniel Lerner in 1958, while examining the connection of advancement with that of any broad communications said that: - the more prominent the correspondence offices, the more prominent or considerably quicker is modernization.

D. Lerner, while examining the job of radio (as a vehicle of mass correspondence) said that the rise of radio in various towns and town help to teach individuals, and yet acquire commercialization in that place. Buyer stir wish to claim a radio, because of which the general population work more earnestly and introduce better way of life (a type of improvement). Radio projects help to instruct individuals about various social issues like cultivating, farming, wellbeing, little scale industry and so forth. Radio discussions are a weapon for radio program makers to include individuals in formative tasks. Here use is made of Telecentre where networks accumulate to telephone in. Exchanges on contrast subjects are done just as questions by master are replied. TV as a mass medium has an enormous intrigue to regular individual. For such reason, TV is utilized in an arranged way to inspire individuals to take an interest in formative projects. Highlight, documentaries or advancement crusades ought to be to such an extent that it makes enthusiasm for the psyche of watchers, substance ought to be contemporary to pull in individuals all things considered and ought to be equipped for affecting watchers to partake in the formative projects.

Karen Santana (2013) states, 'Social networks inherently encouragecollaboration and interaction. They can be used as a motivational tool topromote self-efficacy among students'. In a study conducted by Bowers &Campbell (2008) Facebook, as a tool of motivation for students in a periodof growth, was leading. Social networking is important for coaches (Maryam, 2016). RachelJones (2015) uses social media website, Twitter, daily chats and sharesinformation between teachers with hashtag (label) "#edtech" by sending itduring the day and coaches at the international level linked via the Internet.This is shared learning network in the world. As Trisha Dowerah Baruah(2012) explains that the play Massively Multiplayer Online (MMO) is amultiplayer video game capable of supporting hundreds or thousands ofplayers simultaneously. Cartrider, World of Warcraft MMO are someexamples. Baruah says, 'through Social Media, a person can also publishnews and views via the web'. User is a prime example of such media.

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MEDIA SCENARIO

The Indian media and entertainment industry grew from INR 728 billion in 2011 to INR 820 billion in 2012, registering an overall growth of 12.6%.....Given the impetus introduced by digitalization, continued growth of regional media, continued strength in the film sector and fast increasing new media business, the sector is projected to grow at a healthy Compound Annual Growth Rate (CAGR) of 15.2% to reach INR 1661 billion by 2017.

Apart from becoming the largest producer of films, India is the third largest user of Internet in the world after China and US. With 823 channels aired in different languages, television continues to be the dominant segment. However, there is a strong growth in the new media sectors and animation/ VFX, radio is anticipated to see a spurt in growth at a CAGR of 16.6% over the period of 2012-17, post the rollout of phase III licensing.

Print media of India is still on the growth path despite the introduction of newer, faster, and cheaper sources of news dissemination. According to the annual report of RNI 2013, the total number of registered publications, as on 31st March, 2013 was 94,067 in which total number of newspapers registered was 12,511 and total number of periodicals registered was 81,556. The year 2012-13 marked a steady growth in the number of registered publications with 8.43% over the previous year. The total number of new publications registered during the year 2012-13 was 7, 337. When we analyze the language-wise publication of the country the largest number of publication was of Hindi language (37,891), followed by English with a number of 12,634. Uttar Pradesh having 14,336 publications was on top of the state wise publication list, followed by Maharashtra with 12,466 publications. According to department of information and public relations revealed that the section brings out two monthly magazines, 'Janapada' in Kannada and 'March of Karnataka' in English.

FM radios stations are in Karnataka are 26. Among them Dharwad is one of leading station in Karnataka, which is engaged in Research and Development work for incorporating state-of-art technology in Radio & Television Broadcasting.The FM radio sector has shown a remarkable growth in the recent years. According to TRAI annual report of 2013, there were 242 private FM radio stations operational by March 2013, besides the public service broadcaster- All India Radio (AIR) having a network of 277 stations and 432 broadcast transmitters [148 are MW (Medium Wave), 236 FM (Frequency Modulation) and 48 SW (Short Wave)]. The coverage of AIR is 91.85% of the geographical area of the country, serving 99.18% of the population.

Television in India has a vast reach in the country with over 823 channels of which 184 are pay, airing wide spectrum of programs from entertainment to news, travel & living, food, sports and spirituality in different languages. This is the most dominant segment in the media industry of India with the industry size of INR 419.9 billion in 2013 which was INR 370.1 billion in 2012.

The internet subscriber base (excluding internet access by wireless phone subscribers) in the country as on 31st March 2013 stood at 21.61 million (216,06,681) as compared to 19.51 million (195,05,916) as on 31st March 2012, registering an annual growth rate of about 10.77%. The total broadband subscriber base has reached 15.05 million (150,50,023) as on 31st March 2013 as compared to 13.81 million (138,10,362) as on 31st March 2012, thereby registering a net addition of 1.24 million broadband subscribers during the financial year 2012-13 with growth of 8.98%.

India has emerged as one of the fastest evolving telecommunication networks in the world. Telecommunications in the country has witnessed a transformation over the past decades, owing to the extensive reforms and policies of various governments. The number of mobile users in India has swollen from 10 million in 2002 to surpass the 900 million mark in early 2012. But according to latest reports of TRAI, the overall telecom subscriber base in 2013 was 898.2 million. The Telecom Sector witnessed a decline in the number of subscribers during the year 2012-13.20 While GSM technology still dominates the mobile market, CDMA has claimed around 25% market share. India has 44 million Smartphone subscribers as of Q4 2012, recording a 52% growth. However, only 4% of the total subscribers account for Smartphone. The highest number of Smartphone subscribers worldwide is in China with 270 million subscribers.

Three-fourths of India"s online population is under 35, as against just over half worldwide, which reflects India"s improving literacy rates. Men under 35 and women between 35 and 44 are heavier users. India records far low sex ratio in internet usage compared worldwide as only 40% of the users are women.

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Indian users spend quite a good amount of time on social media, which accounts for 25% and spend 23% of online time on emails.

COMMUNITY DEVELOPMENT

In the present study I have attempted to analyze the issues and problems associated with agriculture sector of Uttar Pradesh, particularly regarding the role of land reforms for agricultural development. It also focuses on the impact of land reforms on the community development in the district Aligarh. The following study also makes a comparative analysis of intra-state (Eastern U.P. and Western U.P.) study indicating the social and economic aspects of the state and compare U.P.'s performance relative to some of the other major states of India. Between 1991 and 2001, U.P.'s population grew at a rate of 25.8 percent, above the national decadal average growth of 21.3 percent and marginally above U.P.'s previous decadal rate of 25.5 percent. U.P. is primarily rural, with an urbanization rate of about 21 percent in 2001. (www.earth.columbia.edu). The Muslim population of Karnataka in 2018 is forecast to be 66.8 Million + 0.8 Million = 67.6 Million. So, the population of Karnataka in the year 2018 as per estimated data is 67.6 Million.As per provisional reports of Census India, population of Hubli and Dharwad in 2011 is 943,788; of which male and female are 474,518 and 469,270 respectively.Islam is second most popular religion in city of Hubblli and Dharwad with approximately 27.15 % following it.

Muslim-majority communities also need to fully embrace pluralism and diversity. They must welcome all communities and ensure that they are not treated as outcasts because of their faiths. It is unacceptable to have hostile environments where people are unwilling to declare their affiliations (sectarian or otherwise) for fear of retribution. This is especially true in light of the religious responsibilities that are due to neighbors.Each minority community must tell its own story and use social media to convey it, while proactively and preemptively engaging and educating the media industry. Minorities should not overreact to events and media reports of events. The media should work toward normalizing the portrayal of minorities, rather than demonizing them.

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