



THE RESPONSIBILITY OF MEDIA IN CHANGING THE SOCIETY

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ABSTRACT :

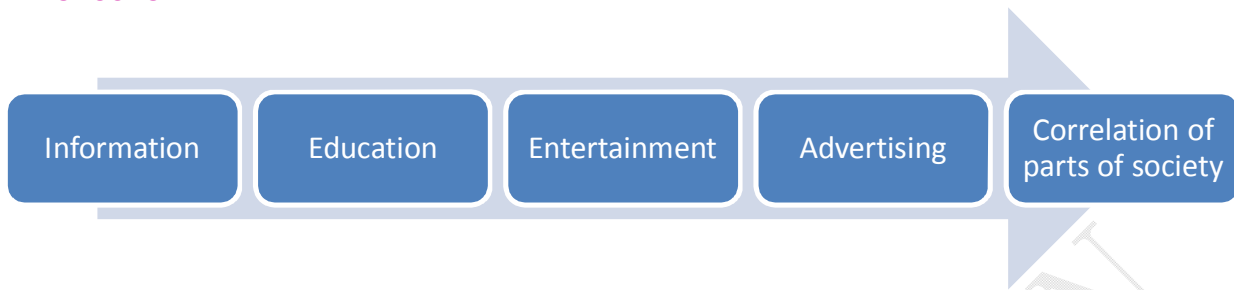
In the realm of today, media has progressed toward becoming as important as sustenance and garments. It has assumed huge job in reinforcing the general public. Media is considered as "reflect" of the advanced society, contaminate, it is the media which shapes our lives. The reason for the media is to educate individuals about current, new issues and to tell about the most recent tattle and style. It tells about the individuals who are topographically partitioned. The job of media has turned out to be one method for exchanging and showcasing of items and biases. The media professed to be represented by honorableness and value, however avarice and self-magnification has harmed its ideals.



Society is impacted by media from numerous points of view. It is the media for the majority that encourages them to get data about a great deal of things and furthermore to frame assessments and make decisions in regards to different issues! It is the media which keeps the individuals refreshed and educated about what's going on around them and the world. Everybody can draw something from it. Media has badly affected an age, essentially on the grounds that; adolescent is firmly impacted by media. Young people and youngsters wish to pursue the individuals, who get perceived and do what they do to get took note. Now and again, they center around awful piece of the media and endeavor to be a piece of it. Be that as it may, many are not capitulated to a real existence of wrongdoing. These are the things which get into Young non military personnel minds. The media influences individuals' point of view. An excessive amount of intercession of media in everything involves concern. Media can be considered as "guard dog" of political popular government. Through the ages, the accentuation of media on news has disguised. Media nowadays, attempts to eye the news, which could assist them with selling the data that is accumulated around the world, so they could clear a method for progress and popularity of their separate channels. Fm radios, papers, data found on net and TV are the mass Medias that serve to decrease the correspondence hole between the crowd, watchers and the media world.

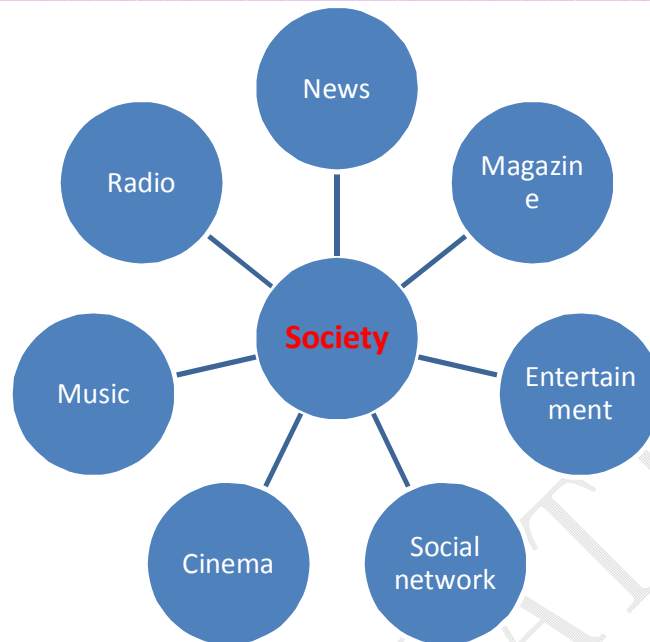
KEYWORDS : *general public , topographically partitioned , mass Medias , media world.*

INTRODUCTION



PROCESS OF INFORMATION TO SOCIETY

The media plays a very significant role in our society today. The media is all around us. From the shows we watch on TV, the music we listen to on the radio, to the books, magazines, and newspapers we read each day. Without the media, people in societies would be isolated, not only from the rest of the world, but from governments, law-makers, and neighboring towns and cities. The flow of info/intro of technology. The flow of information is important for the development of communities and the media facilitates his. Without a wide array of information, people's opinions and views would be limited and their impressions and conclusions of the world around them stunted. Historically, the most common form of the distribution of information was word of mouth, with the news often beginning with the words, "Did you know...". Indeed, word of mouth is still one of the most powerful tools in the sharing of information today, particularly in tourism, but technology has allowed for this exchange to take place in an instant, forging the way for bigger and better media houses with the instant access to information with the instant gratification factor. Interpreters/ surveillance guys. Media workers are in essence interpreters of information. All of us at some point have been to the library to do research for a paper or report, sifting through piles and piles of information to support a thesis in 1,000 words or more, or to simply explain an event, situation, or person. Journalists in the media do much the same. They don't just provide pages of facts and statistics that the average person might not understand. Instead, they weed out the important issues and points, putting them in a context that the average reader and listener can make sense of in order to form their own opinions. How terrible would it be if we all had to sift through piles of documentation and statistics, or sit through press conferences, just to find out that the price of rice in China has risen? Journalists provide the six basic areas of information: Who, what, where, why, and how. Most of the time, that's all we need to know. In this way, the media keeps us focused on the issues that matter in a surveillance-type way. Some aspects of media surveillance include the latest stock report, sports scores, entertainment news, progress and results of an election, and so forth. A watchdog while the media has historically been viewed as being overly aggressive and insatiable in their plight for the latest and hottest news, their watchdog-type function is essential in a democratic society where people MUST know what their governments are doing. The media has the capacity to hold governments accountable, forcing them to explain their actions and decisions, all of which affect the people they represent. In a democratic society, people should know all their options if they are to govern themselves and the media is a vehicle for the dissemination of such information. The assumption in some societies is that the press speaks for the people, thus the Freedom of Speech and Freedom of the Press Acts in the United States and in many other countries. The reason for Freedom of the Press is to ensure that democracy is able to function, so it is important to understand that such legislation does not only protect the functions of the press. With press freedom we then know what the differing views in society are, opening the floor to debate, and discussion, all of which are healthy functions of a democratic society. The Soviet Union and East Germany both crumbled for this same reason – the people would not be dictated to any longer.



The Media Plays a Very Constructive Role in Today's Society.

Media play an important role in increasing of public awareness and collect the views, information and attitudes toward certain issue. Media is the most powerful tool of communication in emerging world and increased the awareness and presents the real stage of society. In this decade of Knowledge and awareness there is a huge and grand role of media, it is all around us when we watch on Television, listen to on the radio, read to the books, magazines, and newspapers, every where we want to collect some knowledge and information and a part of this media has to present a very responsible role for our society. Without the media, people in societies would be isolated, not only from the rest of the world, but also for the total formation of creditable world.

WHAT IS MEDIA?

Media is one of the most powerful instruments of communication. It can help to promote the right thing son right time and gives a real as well as strong aspects of the world about what is right or wrong also it also express that how can we store and distributes the views. The world is moving towards progress in every step of life. But we cannot refuse the real fact that we all are bounded directly or indirectly with the loads of social problems and issues, which are affected by the people of the people and for the people. Social issues or matters include so many types such as poverty, violence, corruption, bribery, suppression of human rights, rape, discrimination, and crime, killing in the name of honor. Today News Channels, Newspapers, radio, internet etc. help us to estimate the realities of live and focused on the every social matter with the pure and free effect, it has a chance to explore the issues of society more openly. Media refers so many links such as mass media broadcast media, print media and the web media. We know that television and radio are considered broadcast media while newspapers, magazines and journals are formatted as print media and internet news are called as the web media. The media is an important source of information through its news segments, entertainment and allows for exchange of our ideas, suggestions and views for related matters. There is huge variety of media. The media is not only an important source of news and opinions but also entertainment. Most young people usually turn on the television for movies, educational programs other entertainment programs. However, although most of us get our news through the media as many of us have little time to read books or journals, the news



IMPACT OF SOCIAL ARENA ON MARKETING PREPARATION

Presented to us can be biased and one sided because news reported on websites appears most reliable and transparent though one has to be careful about the accuracy of the facts reported. However, there is still a degree of freedom in these countries' press compared to other more conservative countries. We have access to news from all around the world and readers are invited to send their views and contributions to be published in the media. The term media is derived from Medium, which means carrier. Media denotes a links specifically designed to reach large viewers. The term was first used with the advent of newspapers and magazines. However, with the passage of time, the term broadened by the inventions of radio, TV, cinemas and Internet. In the world of today, media has become almost as necessary as food and clothing. It is true that media is playing an outstanding role in strengthening the society. Its responsibility is to inform, educate and entertain the people. It helps to know current situation around the world. The media has a strong social and cultural impact upon society. Because of its inherent ability to reach large number of public, it is widely used to convey message to build public opinion and awareness, it can be used to educate people with very little cost. Imagine a classroom in every city with thousands of students being taught by just one teacher. But unfortunately, because of money-making approach of media and lack of interest by government, very less work is done in spreading the education.

IMPORTANCE OF MEDIA IN SOCIAL AWARENESS

The media has got a vital role in molding a good society to develop our lifestyle and move it on the right path, because it always try to side with the truth and relevant factor. It is the best tool to spread awareness in the modern society either it be political, social or economic and giving us latest sight about what is happening in our world, making us aware about our rights, creating awareness against evils in our society, what new happening around us, exposing corrupt politicians and hardcore criminals by sting operations. There is correlation between media and society to share them self about the past, present and future event on need base method of the society. We know that a long time ago we see all news, views events all these things through Radio, Banner and Cinema slide show. But now a day we have a power to see everything of the society and to share it among the people only the good approach of media. So Media and their function have been changed as because there is a competition among the Media also. Therefore apart from the service to the society they have to earn also. From this point of view several media are taking different steps to expand their business and sometimes they are deviated from the principles for which they are functioning. What society will decide for their existences and functioning is mainly depend upon the Govt. rules and regulations by limiting their scope of works in a particular field. In my opinion several

sensitive international issues should not be published through Media for which tension among them increased. Otherwise media should come in front of the society with all truth. The main purpose of this studies to explain the real feature of growing techniques of information and used it to spread the social awareness. Its limitless connectivity and potential has open social order and system of interaction and communication which have been made a possible way to develop the communication technology and define the social situation of awareness. We can feel the impact of social networking in every step of life. Everyone wants information timely and to the point which can be possible through the help of social media. There is various types of social networking under the connectivity of media. Here we explore the FACEBOOK a social networking site, people can assess information easily through the help of this site and user can utilize this information to their personal and professional work and behavior. Social network is used to denote the huge number of blogs and

Types Of New Media

Types of New Media	Primary Purpose	Material	Examples
Forums & Chat Rooms	Discussion on topics, interest group sharing of information	Forum, Discussion boards	Hardwarezone.com Forums
Email	Sending of electronic mail with file attachments	Web-Based and Non-Web-Based email platforms	Hotmail Gmail Yahoo Mail
Social Networking Sites	Peer Networking	Fan sites, Alumni networks, Personal news updates	Facebook LinkedIn
Content Aggregators	Hosting content for information and entertainment	Informative content, podcasts, videos, channels	YouTube Hulu
Virtual Reality	3D Experience, Alternate Space	Simulate environments, experiences	Second Life
Online Gaming	Alternate fantasy, entertainment, gaming	MMORPG (Massively multiplayer online role-playing games), multi-player online games	World of Warcraft StarCraft II
Blogs	Opinions, information, viewpoints	Helpdesk, viewpoints, opinions	MrBrown.com Xixxue.com
Portals	Aggregating news, and communication tools	News studies, sponsored pages, ads	Asiaone.com Yahoo
Social News Sites	Peer-ranked news stories	News stories, popular blog content	Digg.com

The Role of new Media in changing the society

Intercommunication skills to provide online. Social networking service which can be focused and reflecting of social network or social relations among people who share interests and activities most social network services are web based and provide means for users to interact over the internet. They interact, share and exchange resources by social networks. It promotes free flow of information and sharing of resources beyond boundaries. My point is not any of it said above. We had a nation with so much of events happening around, which but is escalated only on the whims and fancy of the people who rules us. Few of the examples are Ram Mandir issue, Lokpal Bill, 2G scam, CWG scam, Mining scam, Land Acquisition scam, Coal Gate, Delhi Rape Case, Godhra Riots, Mumbai Riots, 26/11 Mumbai Attack, Aarushi murder case, LPG subsidy, Fuel price hike etc. All of the above issues had its on relevance in political arena and accordingly had the coverage and importance across the media and discussed upon the nation till then until when it is to be fumed and exploited. Unfortunately none of the news had a chance to be there in limelight or discussion seven until its natural closure of which many are due pending. Shattering fact is that even many of the above stated issues out of the many left out without mentioning are yet to have a judicial closure and the culprits yet to be booked and penalized. But at the brim of its flash we had all of the print and visual media; administration, intellectuals, social media and even stupid common man were there on the front to protest, outrage and even ready for a national cessation. Post shelf life of the issue hardly was there any movement

on the same until either there is a reference by any for personal gain (other than the relative of the person involved) or on the occasion of anniversary reminder by the media who had to fill in the primetime slot. It is time for us, to do something better for our society. Any means the realism of a fact lies with the complete closure with justice delivered not only to the victim but to the society too. Until unless the limited time outrage and mongering of issue is protracted despite of what we are forced to think and react. May this sound a bit weird as we being responsible-sensible citizens, it is our bona fide birth right to reaction anything and everything comes across. But will make a difference if it is made to prolong it despite of the shelf life tag come along with the issue.

CONCLUSION

Finally, one of the most powerful strengths the media has in any society is the ability to effect change, both on a social and governmental level. While my focus in this presentation has been on the role of media in society, it is also important to acknowledge the **responsibility** of the media in society. As journalists we all have the responsibility to report the unbiased, accurate information as it is received from reliable sources. It is our obligation to obtain all sides of a story, and to report on both the good and bad stuff. However, "responsible journalism" also requires a balance of the good and bad stuff in newspapers and in broadcast reports. The lack of such balance, particularly in Caribbean news publications, is what necessitated the formation of our organization, Caribbean Media Organization for Sustainable Tourism (CMOST). CMOST members feel that without reporters and editors seeing the importance of balanced news reporting, and paying closer attention and more care to the placement of the bad stuff in publications, our region's tourism product will continue to be hindered. As I said earlier, technology has allowed for that instant gratification for the sharing of information, and we cannot ignore the fact that news is still being spread with the "Did you hear..." mouth to ear system. CMOST encourages journalists and media houses to assist in the plight to sustain tourism in the region, by being more responsible, and seeking the good, as well as the bad stuff.

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