

Mass Media and Social Change in Present Day Society.

Mr Krishna Kamal Borah. MA. M.Ed

Lakhimpur, Assam

Abstract: The mass media is one form of technological advance in the field of information and communication. It is a way of communication which has become a most important part of our daily life in present context. Each and every mass media have some different importance according to social position and situation. The mass media can help to spread the spirit of self-reliance and national development among the people which is helpful for nation building. It also encourages to fight against some oppressive social practices like untouchability, child marriage, caste restriction etc. Mass media can play an important role in the process of creating public opinion and provide towards the people to raise their voice against corruption and monopoly rule by the ruling party. Now-a-days various changes are coming in our society due to the increasing rate of media. Some of them are positive and some are negative. Rapid political, social, cultural, and economic changes have been occurring in our society due to the active role of mass media. So, mass media is regarded as the fourth estate of democracy. There is no denying the fact that mass media has become an essential part of our personal and public life. In present days media established many new milestones in different aspects including in society.

Keyword: Mass-media, social change, society, positive, negative, awareness.

Date of Submission: 04-03-2020

Date of Acceptance: 22-03-2020

I. INTRODUCTION:

Generally mass media refers to the means of communication. Such as Television, news papers, films, magazines, radio, journal, books etc. They are known as mass media because they reach audience comprise of large number of people.

Now-a-days, mass media is become part of our daily life. In simple sense, mass media is two types- one is print media and another is electronic media. Each and every mass media have some different importance. For example, Lakhs of people want newspaper when they get up in the morning or read newspaper, watch news on T.V. In recent years, every type of mass media has been expanded dramatically. So in present day context, mass media is going to establishing many new milestones.

Objectives:

1. To discuss about the various forms of mass media.
2. To discuss about the importance of mass media in Indian society.
3. To discuss about influence of mass media and social change in our society.

II. METHODOLOGY:

The methodology of the research paper is based on secondary sources of data. The secondary information is collected from various books, journals, magazines, newspapers etc. The descriptive analysis of methodology has been accomplished in this study.

III. DISCUSSION:

Forms of mass media and its importance:-

On the basis of its nature, mass media can be divided into two forms- print media and electronic media. Each and every mass media has its own unique importance.

Printed mass media refers to such types of mass media which are found in written form such as book, magazine, newspaper etc. On the other hand the electronic mass media is those means of mass media which run with the help of electricity. There are two important means of electronic mass media and these are Radio and Television. Besides radio and television, Internet, Cinema is also known as electronic mass media.

The first modern mass media institution began with the development of the printing press, which was started in Europe developed by Johan Guttenberg in 1440. Gradually it was developed in all over world.

In independent India Jawaharlal Nehru, the first prime minister, called upon the media its function as the watchdog of democracy. The media was expected to spread the spirit of self-reliance and national development among the people. The media was seen as a means to inform the people of the various developmental efforts. The media was also encouraged to fight against oppressive social practices, like

untouchability, child marriage and so on. Radio, television and print media are those media which arose consciousness on any particular Issue and play a great role in nation building process. Such types of picture we have observe in present days. These days revolution has come in the field of communication because of globalization.

At present, thousands of newspapers are printed daily in India and their numbers are constantly increasing. The most important happening in the last few decades has been the Indian news paper revolution. At present, the “Times of India” is the most circulated newspaper in India with readership 7 million. The fastest growing dailies are the Assamese dailies in urban area(51.8% Increase) and the Bengali dailies in rural area(129%). (Source: national readership survey 2002).

We have seen that most of the people directly or indirectly connected with mass media which is either print media or electronic media. Mass media has so many importances in India in the present day context due to unstable condition of our society. It can lead among the people in rightway and help to raise their voice against corruption and misdoing. It can also helpful to create “public opinion” against the ruling party, if they commit corruption or playing monopoly role. That means mass media are the tools of create awareness and giving enjoyment among the masses because now-a-days these are available in each and every part of India including remote area also.

Mass media and social change in present day society:-

Generally social change indicate, change in the social relationship and social interaction among the people. In this manner, mass media has play an important role, but it may good or bad. So, now we are emphasis about the various changes, which are coming because of mass media.

We know that Indian culture is based upon ancient traditions, customs and some of its other aspects. Even we can find shadow of ancient culture over modern culture. But different means of mass media have brought a revolutionary change in our culture. Today’s culture is very much influenced by means of mass media. We can see the impact of mass media over different aspects of our culture, our value, traditions etc are changing rapidly. Changes are coming in both aspects of our culture i.e. material and non-material.

Mass media is one of the features of social change in modern world. Press collects every types of information and it passes to general masses. Today news papers are one of the very important parts of our daily life. We need newspaper when we wake up early in the morning. Newspapers are not only popular in the cities but also popular in village as well. There are printed everywhere in the world. Media also called as the guard of democracy. People can express their opinion with the help of media. Media plays a very important role in public awareness. For example in present “Lok Sabha” election in India media is play a key role to create awareness among the people especially in rural masses. Press and T.V. not only raise their voice against corruption but also they do constructive work for society as well. They do welfare works at the time of any natural calamity and media tells the people about equal status of both male and females.

Media plays a very important role in maintenance and continuation of the culture. Culture lives itself only because of cultural continuation. But modern means of mass media gave rise to new cultural challenges. Increasing globalization has greatly affected the cultural globalization instead of economic and political globalization. Now, people like to adopt the western culture. Indian classical music has lost its importance because of ‘vulger’ and ‘pop’ songs, People hardly like their traditional dance. Different companies are using obscene scenes of women to sell their products. In this way Television has exerted a wrong impact on our society and culture.

Due to increasing rate of mass media, backward classes are conscious about their rights. Now backward classes are raising their voice against their exploitation. Another impact is that, T.V. as a part of media has inspired the youth and children to commit violent. Children become violent if they watch any violent scene on the T.V. Children or youth are start to imitate their ideal heroes and like to live their lives according to their characters of film. This type of behaviour can grow in children through constructive programme of mass media.

Restriction of child marriage, sati system, widow remarriage, caste restriction, dress pattern, life style, food habits and some other changes bring take place in India due to the mass media.

Now we are going to observe the positive and negative impacts of media in our society-

Positive impacts: Positive impacts of mass media are given below-

1. Helpful to social awareness among the rural masses.
2. Helpful in the process of socialization.
3. Helpful in providing information of day to day events.
4. To know about the any kind of information about the entire world.
5. Giving entertainment among the people.

Negative impacts: Negative impacts of mass media are given below-

1. Sometimes it provides wrong information among the masses and creates violence.
2. Mass media also encourage people immigrate to other areas.
3. Females are used a vulgar way by companies to sell their products and they are being shown on means of mass media.
4. Our traditional culture is greatly affected by western culture and due to this impact it is still lagging behind.

IV. CONCLUSION:

Now-a-days mass media is an essential part of our personal and public life. These are the helpful tool for social interactions among the masses of society. It is so much important for society, because it can make public awareness and public opinion against the corruption and monopoly role by the ruling party. Social change has been occurring in different aspects of our society due to increasing rate mass media. But sometime it has misleading the people, which is very harmful for whole society. In this regard public awareness is very much important. So we can conclude that if the mass media can lead the people in right way then positive social changes will definitely occurs in our society.

REFERENCES:

- [1]. Joshi, P.C. : Communication and Nation Building, Publication Division GOI, Delhi, 1986
- [2]. Saikia, Jyotiprasad: Gonasanyogar Samajtatta, Vidya Bhavan Publication, Jorhat, 2013
- [3]. Saikia, Utpal & Mridul: Bharatiya Samajar Unnayanaru Parivartan, Banlata Publication, ninth edition, Dibrugarh, 2012.
- [4]. Jeffrey, Roger: India's Newspaper Revolution, OUP, Delhi, 2000.
- [5]. National Readership Survey, 2002.

Mr Krishna Kamal Borah "Mass Media and Social Change in Present Day Society." *International Journal of Humanities and Social Science Invention (IJHSSI)*, vol. 09(3), 2020, pp 16-18.