

IMPACT OF MEDIA ON INDIAN SOCIETY

82

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Every coin has two sides. There are both positives and negatives of one single given notion. The media, known as the fourth pillar of democracy, has a huge impact on the society. The effects are of course, positive as well as negative. It is upto the people to decide which effect they want to bask in. Media is such a powerful tool that it literally governs the direction of our society today. It is the propeller as well as the direction provider of the society. Opinions can change overnight and celebrities can become infamous with just one wave by the media. The media has a strong social and cultural impact upon society. 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.

Introduction

"Pen is mightier than Sword"- this old proverb seems to be true even in today's context as the media seems to gain strength in the modern society. Media includes mass media like TV, News channels, News papers, Radio, journals, magazines and most importantly internet and email. The sphere of influence of media is increasing day by day as the coverage of a small news article is very wide these days and more importantly in this modern society, media plays the role of facilitator of development, disseminator of information and being an agent of change. Today media is considered the fourth pillar of the state all over the world. More importantly this is very true in the context of the biggest democracy like India.

We live in a fascinating world and an even more fascinating society. In this day and age, life without technology feels utterly impossible and life without the media is simply unimaginable. Media plays a significant role in our society in the present scenario. It is all around us, from the shows we watch on television, the music we listen to on the radio, to the books and magazines we read each day Media provides us with entertainment, information and comfort. As the standard of living in the country is rising, people find themselves investing in digital cables and high speed Internet connections, thus increasing their exposure to such media as the World Wide Web and the hundreds of new channels.

Definition of Media : The term Media derives its name from the word Medium, which means to transfer the information from one end to the other. In general, "media" refers to various means of communication. For example, television, radio, and the newspaper are different types of media. The term can also be used as a collective noun for the press or news reporting agencies. The term media refers to several different forms of communication required to educate and make a socially aware nation. The