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## **Nation and media**

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### **Abstract**

In present context the whole world become Global village. Media plays an indispensable role within any Nation or between the different Nations of the world for dissemination of news and information from one place to another. The word media is plural of word medium, it may be defined as carriers of information or messages between source and receiver, It means Media refers to a communication channel through which we disseminate news, music, movies, education, promotional messages and other data. In general, Media refers to various means of communication which plays an important role in Social interaction, Economical - Political developments & Educational developments of any Nation. Media provides us with information which enables us to take decisions not only related to our daily activities-but also those which may have life changing significance like employment opportunities and higher educational avenues etc. It must have been either through newspapers, internet, mobile phone, radio or television etc. and each of these is a media. The impact of media on every aspect of social living and its effects on the social, cultural and psychological environment of man are subjects of pertinent concern today.

**Keywords:** media, social media, electronic media, mass media, impact

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### **Introduction**

In present context the whole world become Global village. How is it possible? Only because of Media. Media plays an indispensable role within any Nation or between the different Nations of the world for dissemination of news and information from one place to another. The word media is plural of word medium, it may be defined as carriers of information or messages between source and receiver, and it means Media refers to a communication channel through which we disseminate news, music, movies, education, promotional messages and other data. In general, Media refers to various means of communication which plays an important role in Social interaction, Economical - Political developments & Educational developments of any Nation. Media provides us with information which enables us to take decisions not only related to our daily activities-but also those which may have life changing significance like employment opportunities and higher educational avenues etc. It must have been either through newspapers, internet, mobile phone, radio or television etc. and each of these is a media. The impact of media on every aspect of social living and its effects on the social, cultural and psychological environment of man are subjects of pertinent concern today.

Media is the tools which is used to store and deliver information or data and may be categorized as advertising media, broadcast media, digital media, mass media, print media etc. It is pertinent to know how Marshall McLuhan, (1964) a famous media theorist and critic, defined media. As "any extension of ourselves." Just as a hammer extends our arms and the wheel extends our legs and feet, similarly, the medium of communication extends our thoughts from within our mind out to others. For example, radio, television and newspaper are different types of media which carry messages providing the public with information and knowledge through news, advertising and entertainment that reach or influence people widely.

### **Evolution of Media**

Communication media has progressed across centuries through various technological innovations and improvements. With the invention of printing press by German Johannes Gutenberg in 1439 printing and publishing words became easier than before and it was greatly facilitated by the invention of Typewriter. And by the end of the 1980s, word processors and personal computers had largely replaced the tasks which is previously accomplished with typewriters.

The invention of the printing press certainly made it easier to communicate, but it could take days or weeks for the written word to arrive at its destination. Scientists searched for a faster way to transmit information. Then telephone, radio and telegraph, telecommunication in the present day involves the use of advanced electronic signals like television, computer networking, internet, mobile and satellite phones came into existence. These all bring revolution in the field of media.

So the journey of media technology is from oral to the written word and transition from the written to the technical and the digital media. Using available technology, such as the internet, we can now communicate with one another anywhere on the earth, or the Space, instantly.

Digital Media: Computers represented a huge leap in communication technology with its process of digitalization. This technological innovation has made communication faster than ever before. Chat, e-mail, are all prime examples of different ways people communicating and bridging the physical space. This revolution that has taken place in media technology has Transforming the world into a "global village".

Marshall Mc Luhan was the first person to popularize the concept of a global village and to consider its social implications. The rapid dissemination and communication of information has

shrunk the world, making it smaller and closer. Sitting in your homes you are able to watch a live telecast of a cricket match being played thousands of miles away, or getting the news of how Corona virus is continuously spreading from Wuhan city of China to different countries of world.



Fig 1

### Mass Media

Is a frequently used term which denotes a section of the media specifically designed to reach a large audience? The term was coined in the 1920s with the advent of nationwide radio networks and mass circulation of newspapers and magazines.

### Types of Media

Mass media may be classified into two:

(1) Print Media ↔ (2) Non Print Media.

### Print Media

Print media is associated with the printing and distribution of news through newspapers, magazines, brochures, newsletters, posters and other printed publications. Newspapers are the most popular and easily recognizable form of print media. This is often termed as old media. Sometimes, print media is differentiated from display media with the latter denoting billboards, signs and posters. So, Print media are those which is in published or printed form like Books, Magazines, Journals, Pictures, and Dictionaries etc. Newspaper are published daily, while magazines are published weekly, fortnightly, monthly, bimonthly or quarterly.

### News Paper

Newspapers are mostly used for communication purposes in our country. News of different types pass on to the people with the help of newspapers. The unemployed people see vacancies under the column 'vacancies' or 'situation vacant'. The Students

community see the results of different examinations from the newspapers. Big business centres send their advertisements and attract customers through newspapers. Besides, some newspapers carry news concerning income tax, court notices. Sunday magazines are there to cater to the needs of the literary persons. Very rarely, a newspaper is used to serve some useful educational purposes in the formal education system.

### Types of Newspapers

Newspapers are publish in Hindi, English or different regional languages. Everybody is acquainted with daily newspapers, such as The Times of India, the Tribune, Economic Times, The Indian Express, Hindustan Times etc. The popular newspapers in Hindi are Dainik Jagran, Navbhart Times and Hindustan.

### Magazines

Next to newspapers, magazines or periodicals are powerful printed material of mass media. Newspapers are published daily, while magazines published weekly, fortnightly, monthly, quarterly. India Today, Mirror, Sun, Sports news, Women's era, Competition success and many more. All these magazines belong to different categories. The main categories of the magazines are: News magazines, Sports magazines, Cultural magazines, Intellectual magazines, Educational magazines, magazines of men's interest, magazines of women's interest, Business magazines. These magazines deal with different fields of life.

These magazines and newspapers are very useful as they are providing knowledge of outside world regarding any aspect of human life e.g. political, historical, cultural, economic, educational, sports or medical aspects. These magazines and newspapers are very helpful in proper use of leisure time of any person, in development of reading skill among the students, encourage creative writing, develop moral and spiritual values and also development of national and international understanding of anyone being sitting at home. There is no need to go outside for gathering all these knowledge or information. Therefore, here it is very much clear that print media play a vital role in acquaintance of current affairs in any nation. Not only does it give news but also it provides forum for detailed discussion on certain important issues.

Non-Print Media Which is also known as electronic media like Radio, T.V. films, Computer, film projector, tape recorder. To get information by Radio, viewers have to listen only, no need to read like newspaper or magazines. Radio is also known as audio media. Through Television, viewers get day today's information not only by listening but they can view the information also. And its advantage over the radio is that it appeals to both the ear and the eye. It combines photo and voice. It is also known as audio visual media. Now only by being at home, with the use of television, it is possible to see the different people of different countries of this world, Possible to acquaint with their culture, their heritages, and their economical, educational, or political ups and downs. For educational purpose also television is very useful. Television has been described as 'the queen of audio visual aids'. Films also play an important role, as it is just like indebt presentation of a single subject whether it is of any person, place or institution. People can get collective information regarding any single topic through Film.

So Films, Television, Radio are good source of information for any Nation of this world. They bring revolution in the field of media.

## Electronic Media

This is a generic term for the many different forms of electronic communication that are 'New Media'. New media is made possible through the use of computer technology. This is often termed as: web sites, chat rooms, e-mails, web advertising Digital cameras, CD ROM and DVD media, mobile computing, internet telephony.

Social media is also in existence in modern days which prove to be very active in providing news or Information within few seconds to any part of the world with the help of internet connection, like Twitter, face book, you tube, what's app, Instagram, telegram. Social Media is a collective of online communication channels where communities interact, share content, and collaborate. It is the world's fastest growing medium. In 1995 just 1% of the world's population was online, compared to 49% today.

These all play vital role in spreading information or news in different places of the world.

Social Media are interactive computer-mediated technologies that facilitate the creation or sharing of information, ideas via virtual communities and networks. Social Media is the buzzword today and are media meant for social interaction for personal and business use. At its most basic sense, social media uses web based technologies to turn communication into interactive dialogues for people to discover, read and share news, information and content. A few examples of social networking sites include Face book, Orkut, Twitter, and YouTube which aim at photo and video-sharing, news aggregation and online reference sources, where One can interact by voting for articles and commenting on them.



Fig 2

## Functions of Media

Basically, the media is described as performing three functions: information, education and entertainment.

### Dissemination of Information

Mass media provides an enormous amount of information. Mass media is used for informing audiences about, to name a few products and services (commercial advertising) topical issues-e.g.news, current affairs programmes, documentaries, campaigns, interviews, panel discussions and public debate, etc. and culture (programmes on sports, music, drama and the arts). Examples are the different News channels, Discovery, Animal world, movie channels, Quiz shows, Cartoon channels etc.

It is the Media which provide us the news of outburst of COVID 19 and its time to time progress in different counties, and it is the

media which acknowledged us about the New Education Policy 2020, Explain its different features, it is the media which provide us Live telecast of Ram Janam Bhumi Pujan event, and also provide updates to public regarding the death of famous actor Sushant Singh Rajput and many more. So it is not an exaggeration if we say that Media plays an immense role in acquainting information in any nation of this world.

### Providing Education

Primary source of communication for distance learners are various types of media like television. Radio, SMS, multimedia (internet). In conventional classroom also media play an important role in enhancing quality of teaching learning process, making it interesting and understandable. During the period of COVID19 lockdown, mass media acts as an agent of not only informal education but formal education also. Google classroom, what's app, Google meet, Zoom cloud meet and many more are playing inevitable role in becoming medium to provide education to students during COVID 19 pandemic. The media can provide people with a unique opportunity to meet people they would not otherwise meet.

### Providing Entertainment

Media plays an important role in providing entertainment, eradication of boredom and emotional relaxation of human being. Not only television but also the Print media maintain a niche in the world of entertainment with its features like Humour columns, comics, feature stories, crossword puzzles word and number games continue to stir interest among several readers.

### Socialization

Another function of Media in socialization. It facilitates the involvement of people-individually and collectively, in public life, decision making and active participation in problem solving activities.

### Impact of Media

The media has a strong social and cultural impact upon society. The influence of media, especially on children and youth, has been the subject of increased attention in society.

The media has tremendous potential, for inducing and encouraging positive social change. Mass media plays a crucial role in forming and reflecting public opinion and values. Information on the latest happenings reaches people in just a matter of minute, to even the remotest areas of the country and makes sure that everyone is aware of what is going on in the country. The easy and swift availability of any given information makes media one of the most reliable sources for forming public opinion. It bridges the gap between the leaders and the masses by becoming the channel of communication between the two sides.

But here are some negative aspects also regarding media. It shows violence, riots, and sometimes for increasing TRP of their channel, create artificial violence also, which cause severe damage in society.

### Conclusion

People are influenced by multiple things and media is one of them. TV channels like the Discovery, News, and quiz shows etc enhance the knowledge of its viewers. And the games increase their logical reasoning, thinking power and grasp of things.

Advertisements is a form of communication which acquaint the audience about the particular product and helps them in taking decision whether they are going to purchase it or not. At the same time, some young children are more likely to exhibit aggressive behaviour after viewing violent TV shows or movies. Therefore it has both positive and negative impact upon its viewers.

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