

Role and Impact of Media on Social Democracy

Abstract

"Democracy means" a system of government in which all the people of a country can vote to elect their representatives Media came into existence in 1780 with the introduction of a newspaper namely. The Bengal Gazettes and since then it has matured leaps and bounds. It has been playing a very important role in shaping human minds.

Democracy is commonly defined as a government Freedom and democracy walk hand in hand. Democracy in my view is only compatible with a free economy like a fish to water; democracy can only exist in an atmosphere of freedom of action; It is completely incompatible with a system that provides for a governing authority with coercive power. We live in a society today where the media plays a pivotal role in how we see the world and how our opinions are formed. Whether it is from what we watch on television or what we gather from news papers. Media acts as an inter face between common man and the government. It is very power full tool with the ability to make and break the opinion of the people. It has the capacity to seeing perceptions or evokes emotions. This is what it has gained faith of public.

Keywords: Sovereign, Socialist, Secular, Democratic, Liberty, Integrity, Repurcussion.

Introduction

"We, The people of India, having Solemnly resolved to constitute India into a [Sovereign, Socialist, Secular, Democratic, Republic] and to secure to all its citizens.

Justice

Social, Economic and Political, Liberty of thought, expression, belief, faith and worship Equality of statues and of Opportunity and to promote among them all Fraternity assuring the dignity of the Individual and the [Unity and integrity of The Nation]

In our constituent assembly this twenty-sixth day of November, 1949, do here by adopt, enact and give to our selve this constitution.¹

"Freedom of the press is not expressly mentioned in article 19, but has been held to flow from the general freedom of speech and expression guaranteed to all citizens. As judicially construed, this freedom now includes not merely the freedom to write and publish what the writer consider proper (Subject to reasonable restrictions imposed by law for specific purpose), but also the freedom to carry on the business so that information may be disseminated and excessive and prohibitive burdon restricting circulation may be avoided.²

"Media plays a crucial role in shaping a healthy democracy. It is the back bone of the democracy media makes us aware of various Social, Political and economical activities happening around the world. It is like a mirror, which shows us or strives to show us the bare truth and harsh realities of life."

The media also exposes loopholes in the democratic system, which ultimately helps government in filling the vacuums of loopholes and making a system more accountable responsive and citizen-friendly. A democracy without media is like a vehicle without wheels. "Media is like a watch dog in a democracy that keeps government active"

A citizen has a right to know about the activities of the state, the instrumentalities, the departments and the agencies of the state. The privilege of secrecy which existed in old times, (namely) that the state is not bound to disclose the facts to the citizens or the state can not be compelled by the citizens to disclose the facts, does not survive now to a great extent under article 19 there exists the right of freedom of speech. Freedom of speech is based on the foundation of freedom of right to know. The state can impose and should impose reasonable restrictions in the rights where it affects the nation security or any other matter affecting the nation's integrity. But the right is limited and particularly in the matter of sanitation

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and other allied matters, every citizen has a right to know how the state is functioning and why the state is withholding such information in such matters³.

Citizen have to right to know about affairs of government. But the right is not absolute, secrecy can be legitimately claimed in respect of transactions with repercussions on public security⁴.

Media is a fourth pillar of the democracy and it means communication channels through which news, entertainment, education, data or promotional messages, are disseminated. Media includes every broad casting and narrowcasting medium such as News papers, Magazines, T.V., radio, bill boards, direct mail, telephone, fax and internet. Media is the plural of Medium and can take a plural or singular verb, depending on the sense intended in other hand media means Data Storage Material divided into three broad categories according to the recording method –

1. Magnetic, Such as diskettes disks and tapes.
2. Optical, Such as Microfiche, and
3. Magneto optical such as CPS & DVDS.

The media has undoubtedly evolved and become more active over the years. It is the media only who reminds politicians about their unfulfilled promises at the time of elections. T.V. news channels excessive coverage during elections helps people, especially illiterates, in electing the right person to the power. This reminder compels politicians to be up to their promises in order to remain in power.

Television and radio have made a significant achievement in educating rural illiterate masses in making them aware of all the events in their language. Coverage of explorative malpractices of village heads and moneylenders has helped in taking stringent actions against them by attracting government attention.

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Conclusion

In the age of information technology we are bombarded with information. We get the pulse of the world events with just a click of a mouse. The flow of information has increase increased manifolds. The perfect blend of technology and human resources (journalist) has not left a single stone upturned in unearthing rampant corruption in politics and society. We all are well aware of what tehelka did. Thanks to technology that has brought a kind of revolution in journalism.

No one is perfect in this world and so is the media. Here I am not degrading the media rather I would say there is still a lot of scope for improvement by which media can raise upto the aspirations of the people for which it is meant. I cannot think of a democracy without active and neutral media. Media is like a watchdog in a democracy that government active. From being just an informer it has become an integral part of our daily lives. With the passage of time it has become a more matured and a more responsible entity. The present media revolution has helped people in making an informed decisions and this has led to beginning of a new era in a democracy.

References

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