

Role of Mass Media in Rural Development: A Sociological Perspective

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Abstract

Mass media refers to communication devices, which can be used to communicate and interact with a large number of audiences in different languages. In the current situation, the role of mass media is very important to upgrade the rural society. It can stimulate the rural people towards progress. The mass media have been used at once for transmission of development communications to the people of this society as in others. The aim of the present paper is to explore the role of mass media in rural development. Today is the world of technology and social media plays a very important role in developing the rural area of our country. Social media refers to the web-based tools and media that allow users to personally and informally interact, create, share, retrieve, and exchange information and ideas in virtual communities and networks. Social media includes social networking sites, blogs and micro-blogs, online forums, discussion boards and groups, wikis, socially integrated text messaging services, videos and podcasts, and many more. The focus of this paper is to describe the connection between social media and rural India, how rural development can be enhanced.

Keywords: Mass Media, Communication, Rural Development, Technology, Social Media, Enhanced.

Introduction

"Indian rural sociology or the science of the laws governing the specific Indian rural and social organisation has still to be created. Such a science is, however, the basic premise for the renovation of the Indian rural society, so indispensable for the renovation of the Indian society as a whole." — A.R.Desai

As we know our country in a democratic way of living and India has completed seventy three years of its independence it is still in its youth stage. Our country has been successfully serving as the largest democracy of the world. In last two decades it is observed that liberalism has its impact on various dimensions of the human civilization. Establishment of market economy creates challenges to heritage of our country. It affects the urban population most and gradually creeps in to rural circle. This stratification of distribution occurs not only between urban and rural areas, as much previous evidence attests, but more important the areas themselves, television is the mass media with the greatest bias in most developing countries and radio is the most generally available however, even radio is quite the social strata. The majority of rural people in underdeveloped countries are found to live in a state of "under communication."

A great inequality still hinders the potential use of mass media in availability in rural areas mirrors the unequal distribution of other resources. Mobile Technology: This technology plays an important role in connecting people or even it may not seem wrong to say that introduction of mobile technology has lion's share in bringing the nation to an outstanding level of progress. Mobile Banking: The main transaction, i.e., banking transaction has partly changed from paper to mobile banking or internet banking. It also benefits the environment in saving the trees. The most noticeable thing is that the users using this facility of technology are also increasing. The user can not only view his balance, he can create his own account, apply for loan, etc. that is he can do all banking transactions with the help of mobile banking. Also now there is facility of ATM in the villages. So, there is development in banking sector also. Mobile Banking has two advantages over the traditional forms of banking. First, it is



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available 24 hours a day and therefore meets clients' banking needs at any time. Second, it is possible wherever mobile internet is available and thus saves clients trips to banks. Agriculture: The farmers are given proper guidance about the use of fertilizers, the amount in which the fertilizer should be added, etc. to the nature of the soil, for which crop the soil is more beneficial. The technology is too beneficial in the increment of yield of crops due to which farmers will be in profit. Developers are increasingly making use of new technology trends (Bughin et al. 2011) to develop and deliver such m-services, complementing existing mobile technologies such as SMS and voice calls. Latest change: "KISAN TV" channel introduction.

Aim of The Study

The aim of study is to discuss the role of mass media with context to various aspects of rural areas and improvement of life in rural areas in our country.

International Perspective of Rural Development

Media is undoubtedly very fast, vast and powerful mode of communication. Nor does it only appeal a vast audience it has got a tremendous impact on the political run of a country and culture of a society. Films, TV shows, Journalism (newspapers and news channels) all come under short yet large "Media". By "Ethics and Media" we generally discuss the ethics in journalism which influences the mindset of people and moulds the society. Starting from weather forecast to "what will be your future?" It tells you anything and everything. With such an impact any misconduct or irresponsible act can not only affect but shake the very base on which we have laid out so much comfortable lives (Anwasha Mohanty, 2012). Mass communication is any message sent by a person or a group of people through a medium to a large audience, and mass media is any medium used to transmit mass information. Until recently mass media comprised the eight mass media industries: books, newspapers, magazines, recordings, radio, movies, television, and the Internet, however, digital technology has expanded the scope of the term mass media (Lane, 2007). Education through media has created substantial changes in the traditional concept of education, has eliminated most of the deficiencies of the traditional systems of education and has created fundamental changes in education (Charlton et al., 2002). Using the mass media has caused an increase in the knowledge level and the output of educational system in recent decades. It seems the main reason for the popularity of television lies in its simplicity for the audiences. Since people intend to choose the easiest way for learning and the simplicity can be found in television educational programs (Buren, 2000).

Television has proved that is a strong communication means and can affect the society a great deal. Television has been used for educational purposes after the World War II. In the beginning, Americans knew educational television similar to lesson television. Ekoja (2003) has mentioned that the information sources in different aspects of agriculture for the farmers are radio and television, the

propagational publication, daily farm newspapers, agriculture exhibitions, practical education, and consultation services, respectively. In Nigeria, the studies conducted by Arokoyo (2003) showed that although video, radio, and television are the major sources of information for the farmers of this country, in the case of establishing the foundations, it is also possible to use other developed equipment. In this country, the print media have a specific situation in agriculture transferring as well. Television is acknowledged as the most important medium for communicating with the rural populations of developing countries (FAO, 2001). Despite their vaunted objectivity and self-acclaimed commitment to fairness, it can be argued that the Nigerian mass media has over the years, solely neglected the rural areas. The perspective of the Nigeria mass media was, and continues to be (despite some progress), strictly urban. The media reports and writes from the standpoint of an urban dweller's world. The ills of the rural areas, difficulties of life there, their burning sense of grievance, are seldom seriously conveyed.

The majority of rural people in underdeveloped countries are found to live in a state of "under communication." A great inequalities still hinder the potential use of mass media in availability in rural areas mirrors the unequal distribution of other resources. Even where mass media is widely available in serious reservation remains concerning the contribution of the information to a more equitable rural development (Pisal, 2014). It also noted that only 51% of females over age 15 in Africa are able to read and write compared to 67% of males. This situation informed the assertion that women's entrepreneurship represents an untapped reservoir for job creation, economic growth and social cohesion (Nwoye, 2007). Some say mass media is opiate of masses and others say it is a vital aspect of human society. As we know we are living in a globalised knowledge world we have to change ourselves to cope up with this changing world. Sometimes mass media is criticized on ethical ground. Sometimes media publishes distorted news which creates imbalance in the society. It is the responsibility of the media persons to go deep into the matter before publication. They should publish real, judicious, true facts rather than polarized stories. It should be free from any bias. It should try to develop four types of citizenship political, economic, social and cultural citizenship (Pradipta, 2012).

National Perspective of Rural Development

The Indian society is well known for his village life. The village society is considered as the backbone of Indian society. Millions of money has been spent on the development of villages. The basic aim of the study of rural sociology is to make the village people self-sufficient and also link them with the wider society at regional and national levels. Due to historical reasons, the existing Indian rural society has become a veritable mosaic of various types of rural societies and hence reveals a diversified cultural pattern. To reconstruct our rural society, it is urgently necessary to study not only the economic forces but also the social, the ideological and oilier forces operating in our society. It is a very complex and

colossal task. The mass media included several media technologies that are envisioned to influence large viewers. Broadcast media (also called as electronic media) communicate the facts electronically and include television, radio, movies, and certain other media like cameras and video raise. Alternatively, print media use a fleshly item for sending their facts, such as a newspaper, magazines, brochures, newsletters, books, leaflets and pamphlets (Potter, 2008). Media is undoubtedly very fast vast and powerful mode of communication. Media plays a key role in today's development of a nation. Rural areas are the most important part of India whose 70% population lives in villages. "The true India is to be found not in its few cities, but in its seven hundred thousand villages. If the villages perish, India will perish too."- M.K. Gandhi

The Indian society is a convoluted society with multi cultures, multi tribes and castes, multi lingual and the disparities between the urban and rural people. Since the origin of independent India, no one can deny the fact that India has grown as a nation and as economy rapidly with major growths from infrastructure to public health care, from communication sector to IT field and much more. Social media has affected all spheres of rural people's lives: right from their livelihood to their healthcare, from traditions to social campaigns etc. convoluted Government initiatives to connect rural areas with social media: Rural Development Ministry has decided to go the whole hog on community websites like Facebook, Twitter, LinkedIn, YouTube and Instagram to highlight its initiatives for rural India. Role of Social Media: New Technologies have also been put to serious use for development communication. New technologies like mobile, website and internet are interactive in nature.

Various Area of Intervention of Mass Media in Rural Area

1. Disaster management: The role of media is vital in the overall promotion of a better disaster management regime within a state. The role of print media cannot be neglected as it has been observed that receivers of the information have more trust in the written message than the word of mouth. The information given in newspapers is perceived as a reliable advice and people take it more seriously in rural area.
2. Health, Nutrition, Water Hygiene and Sanitation: Mass media play a valuable role in influencing the public opinion in villages and when they devote space and time to water, sanitation and hygiene, these become legitimate topics of the public's agenda. Politicians and other elected officials recognise that the media are arenas for advocacy and, whether in the form of an editorial, radio or TV broadcast, video or newspaper article, they can shape and influence policies and even allocate resources for specific activities.
3. Child Protection: The media can be a powerful advocate for children and is central to promoting awareness and understanding of the Convention on the Rights of the Child. In terms of Article 42 of the Convention refers to the State Parties

obligations to inform adults and children of the provisions of the Convention. A number of initiatives were undertaken to make the principles and provisions of the Convention widely known by appropriate and active means to adults and children alike.

4. Education: Today, education plays a great role in the development of rural areas. It has to meet the demands of a dynamic world. The role of the various agencies of education has consequently increased. Thus the role of mass media as passive agencies of education cannot be underestimated. Because it has tremendous influence on the attitude and behaviour of the people in rural area.
5. Government Scheme and Policy: The role of media has risen over the time and it would gain more importance in the times to come as many across the world still yearn for better governance or at best governance itself and not autocratic rule. While media does highlight some of the concerns from time to time, it does not delve deeper into the real issues. The checks and balances which media ensures by reporting issues in an objective manner can go a long way in ensuring that governance by government would be fair and fruitful for the all round development of rural area..
6. Women Empowerment: Mass media play very important role in the area of women empowerment especially in rural India. The Mass Media, however, like all social media, are good and practical means to increase, through the dissemination of healthy concepts of being woman, of what is the role of women in modern society, of good examples that women give us everyday, of the results they have achieved and continue to reach out to women in many fields of economics and beyond, the social consideration of women, giving to young women good ideas and examples for their economic empowerment.
7. Girls Education and Protection: Girl Education in rural India is largely essential for the growth of the nation because girls can do most of the things better than the boys if they got proper opportunity and protection. Nowadays girl education is very necessary and it is also compulsory because girls are the future of the any country. In India, girl's education is necessary as to develop socially and economically upliftment.
8. Agriculture Awareness Programme: The success of agricultural development programmes in developing countries largely depends on the nature and extent of use of mass media in mobilization of people for development. The planners in developing countries realize that the development of agriculture could be hastened with the effective use of mass media. Radio, Television has been acclaimed to be the most effective media for diffusing the scientific knowledge to the masses. In a country like India, where literacy level is low, the choice of

communication media is of vital importance. In this regard the television and radio are significant, as they transfer modern agricultural technology to literate and illiterate farmers alike even in interior areas, within short time.

9. **Small Industries Development:** Small scale industries are important because it helps in increasing employment and economic development of rural India. It improves the growth of the country by increasing urban and rural growth. Role of small and medium scale enterprises are to help the government in increasing infrastructures and manufacturing industries, reducing issues like pollution, slums, poverty, and many development acts. Small scale manufacturing industries and cottage industries play a very important role in the economic development of India. If any amount of capital is invested in small scale industries it will help in reducing unemployment in India and increasing self-employment.

Conclusion

Mass media offer effective channels for communicating agricultural messages, which can increase knowledge and influence behavior of audience members. Broadcast media have the ability to disseminate information to large audiences efficiently; television can be particularly important channel. Media scholars usually are more interested in producing programs that are of high commercial value. Most often, the few agricultural programs are not timed to suit the farmers. Consequently, most farmers are constrained to rely on third parties for agricultural information, which may often be biased. Considering the fact that rural population forms a great amount of population in any country, it seems indispensable to set up a particular TV network for this group to meet their needs. It is also suggested that producers include appealing and appropriate TV items such as, show, contest, comic plays, and etc in their programs under the supervision of the experts in agricultural organization. A social media network has without a doubt changed the lives of rural people. As far as agriculture is thought of, these has given many opportunities to the farmers and made the process of selling the crop easy through online programs which have resulted in the removal of middlemen. Introduction to information and communication technology has emerged as a major source for development in India. In order to accelerate rural growth, it is essential that we learn new ways of integrating social and human infrastructure development into the installation of basic information and communications infrastructure. The impact can

be seen through many examples and these examples are of not just Social media like – Facebook but with the use of internet NGO's like Gram- Vaani have flourished, defining social media in a new perspective which is of development and of a social responsibility.

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