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Globalization impacts on media activities in the field of politics.

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Abstract:

Globalization of any country will give a clear reflection of the status of the country. At this juncture media is the sole source which is certainly accessible by all walks of people through various electronic appliances. TV, Radio, Internet, News Papers and mobile phones extensively utilized by people to aware of events whenever. Globalizing TV shows and films may influence people, shaping the way they understand their social identities, their cultural communities, and wider world during which they live.¹

Key Words: Globalization, Politics, Media Organizations, Media globalization.

Introduction:

Development of latest information and communication technologies and mass media, including television, Internet, satellite and thus the arrival of latest global media have caused cultural boundaries to disappear and thus the concept of social geography has undergone fundamental changes.⁸ Economic, Political and cultural globalization are developed in various forms over the centuries.

The role of the media in initiating, framing and executing democratic values through various kinds of communication, has gained paramount importance within the sunshine of the corruption, nepotism, unemployment and anti-social activities plaguing the state. However, factors like 'institutionalization', 'politicization' and 'corporatization' of the media have proved to possess a pernicious effect on the character and growth of government-public relations, ultimately resulting in malfunctioning of democracy.

Objectives:

To analyze the advantages and disadvantages of impact of the globalization on democracy and role of media in view of the political scenario and globalization. Method this study is by using secondary data. The secondary sources include books, newspapers, journals, website, dissertations, and seminar proceedings. During this text I has tried to review the aim of views of two category groups about impact of globalization in political, economical dimension.

The role of the media:

The role of the media from the pre-Independence period to the age of globalisation has changed, and is now defined within the sunshine of preserving, enriching and generating democratic values like fundamental rights, duties, directive principle of state policy and thus the 'none of the above (NOTA)' option in elections within the world's largest democracy.

Democracy is accepted when it extends its supports to good governance. However, for various reasons, democratic choices are increasingly founded on prejudice and ignorance. Rational thought and careful deliberation on a neighborhood of citizens are declining.

What responsibility does the media hold as a source of knowledge during a deliberative democracy? Numerous defamation suits against journalists, mounting pressure on whistleblowers and RTI activists, low level of media activism and rise of political infotainment, are potent threats to the effective functioning of the media. Political PR as a discipline further hampers journalism which is within the simplest interests of the overall public.

Since participation is that the lifeline of democratic ethos, dialogue and interaction between the media and thus the general public generally are of utmost importance. The emergence of digital media generally and social media especially has given massive impetus to culture, governance and society at large. the arrival of citizen journalism – a platform of user-generated content – could also be a boon and a sharp weapon within the hands of common citizen, according to some quarters. Opinion is split among journalists on the importance that need to tend to citizen journalism and social media. Krishna Prasad, former editor-in-chief, Outlook, underlines that journalism could also be a special skill which can be learnt through a specific amount of coaching and knowledge. There's little question that social media could also be a democratising force.

But mere re-tweeting, sharing or 'liking' a Face book post isn't adding to journalism or democracy. Several social media posts are just border-line truths. it's at the simplest spreading the news, or adding noise to the con-tent. There is a difference between content and journalism. Journalism is additionally a couple of number of reporters, editors, filters and gatekeepers of content.

The Indian media, especially the journalism, is weak in respect of ownerships patterns, top-level editorship, promoters and proprietorship, which have multiple vested interests. However, the readership, viewership and Internet penetration are on the rise and this may strengthen Indian democracy.

The media as a whole is now how more democratic space than it ever was, he says, adding, on the negative side, corporate control of the levers of the media has emerged as a significant threat to independent media because commercial considerations invariably supersede public interest and sound editorial judgment lately. Political parties have two major roles – one when in power and another when con. The motto should be ruling the state under democratic standards. They admit that certainly there is a robust relationship between media and democracy within the state.

Conclusion

Influence of globalization on expansion of media activities within the sector of Indian politics I even have come to the conclusion that the mass media has worked for the progress and development of our country. All its activities were concentrated to determine a completely fledged democratic Indian society. But observation also proves the actual fact that mass media now a days prefer to sensationalize the news. It is seems to be that ‘Media is losing interest in promoting democratic values and principles.’ Mass media corporations are now concern about improving the financial position of their organizations. If this continues India can never fulfill its dream to be a developed nation by 2020.

Well we'd wish to understand the actual fact that the matter is neither with the media nor the democratic principles. At this juncture media cannot be blamed alone for its depicting people's preferences. So first the attitude of the overall public should be changed. we should always not be bothered about timely pleasure instead our focus should get on future projects which could take our country to new heights. If are given the prospect to express what you'd like from media. just think for a brief time then decide what you really want. If the media also tries to sensitize news and takes initiative to accomplish its social responsibilities than nobody can stop our country from being a strong powerful democratic nation.

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