



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

The Role and Importance of Media in Indian Democracy

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Abstract

Media is sometimes referred to as the 4th branch of the government because its role is to serve Behalf of those they serve, the citizens. Media is a key linkage institution between the people and policy makers. Some people believe that not all media is objective and , in some cases , show bias in reporting by either not covering something it doesn't want the public to know or covering something in perhaps much greater detail than might be necessary. The cornerstone of our democracy is the unique privilege and responsibility of every citizen to be engaged through voting, public offices, representation in Parliament, assembly etc. Our free press protected by the first constitutional amendment, plays a critical role in ensuring that every Indian has constant access to important and trustworthy news. Most people rely on the media for all or most of their information regarding policies. Freedom of press is essential in a democracy in order to share ideas about how the government should operate and what agenda the government should pursue.

Key Words: media, evolution, constitutional status, globalization, impact in politics, conclusion.

Introduction

Democracy is generally defined as the government of the people by the people and for the people. Freedom and democracy work together. Indian society recognizes democracy where the media plays a leading role in Indian democracy. The media is being considered as the fourth pillar of a democratic society after the executive, the legislature and the judiciary. The media sometimes goes beyond or beyond the control and limitations of vital organs of government in the wider interests of the people. India is considered a quasi-federal democratic republic. From the 1980s to the present day, the Indian media has been embellished with various modes and methods and it too continues to burn with the instructions of various media giants. Truth always brings flying in different skies. Starting from newspapers, magazines, radio, television, movies, mobile, internet based web sites (social media, new media) as well as Indian media. The media of different developed countries are promoting themselves with time and situation.

The media acts as a watchdog of the government, carrying out reports of every activity of the administration and informing the public about the daily happenings around them. The Constitution has given massive freedom to the people and indeed a vigilant and free media is essential for the smooth running of the government. Not only economic progress but also human-social relations and other issues affecting the people are being covered by the media. That is why the media and Indian democracy have become accustomed to it and its effective functions cannot be imagined without independent media.

The media acts as a bridge between the people and the government and is an extremely powerful tool with the power to create and break public opinion. It has the ability to manage perceptions or blow up emotions. That is why it has gained the trust of the people. It controls people's hearts and minds through media, various magazines, television and movies. Transparency was strictly considered personal and accountability as the most appropriate function of a democratic system seems to have led the country into a hand of peace and tranquility in a coalition of administrations involved in politics.

Media democracy gives people the right to participate in the media, it expands the media's relationship with the media, where information is collected and people can view and share. The media is described as a network of public relations information and perspectives, which is reproduced through communication activities to the public. Media democracy and mass communication are spread across various mediums such as social media and mainstream media to help people communicate with each other through digital media and share the information they want to disclose to the public. Media democracy suggests that corporate ownership and commercial pressures affect media content, limiting access to fast news, opinions and entertainment citizens receive. As a result, they called for a more equitable distribution of economic, social, cultural and information resources, which would create more enlightened citizens as well as more enlightened representative political discourses.

This paper shows that media plays a big role in people's lives and it plays a colossal task in Indian Democracy.

Evolution of radio in India

Mass communication technology started its journey in colonial India in the 1920s. Radio clubs were started in 1933 in Calcutta and Bombay. The British Indian government had several established methods for managing emerging technologies and the policy was formulated on the advice of British officers engaged in the same policy. Radio broadcasting networks were seen as a means of imitating and propagating an indigenous Indian culture (Ghosh, 1998). The story of Prasar Bharati's (Broadcasting Corporation of India) bill is a good example of the paralysis that has plagued Indian political parties since coming to power. The first committee was formed in 1964 to even ask about the possibility of future broadcasting. Radio broadcasting began in 1922. However, in 1937 it was renamed as All India Radio. And since 1957 it has been known as Akashvani. Prasar Bharati was a public service broadcast in 1997 as an autonomous body under the Campaign Act to oversee all-India radio and television. It started in Delhi in September 1959 as an experimental base with a small transmitter and a temporary studio; however, it started in 1965 as part of the regular performances of All India Radio. Indian media consists of different types of communication: television, radio, film, newspapers, magazines and internet based websites / portals. Indian media has been active since the late 18th century. Print media started in India in the early 1780s. Radio broadcasting started in 1927. Indian media is one of the oldest in the world. It foretells the reign of Asoka. The Indian media has been free and independent for most of its history. Radio broadcasting began in 1927 but became the responsibility of the state in the 1930s. It was renamed All India Radio in 1933 and since 1955 it has been known as Television, Akashvani. An autonomous body called Prasar Bharati was established to take care of broadcasting (Mitra 1993).

The post-independence period and the media

In free India, Pandit Jawaharlal Nehru, the first Prime Minister and a leading figure in the freedom struggle, made important contributions to the formation of the press. And the development of media in India since independence has been uninterrupted and healthy. In 1944, political independence came to a country that was socially and economically divided into hundreds of groups. Most of these groups, especially the upper class, upper-middle class and largely lower class, were influenced by Mahatma Gandhi and the Indian National Congress (INC). When Nehru was the Prime Minister the Indian media seemed to pursue a democratic agenda. Most newspapers believe in a multi-party system, even because of their allegiance to extreme political parties.

Freedom of the media is therefore not perfect even in ordinary times, when reasonable restrictions can be imposed on the freedom of the media by the state. A state of emergency can be declared on the basis of war or external aggression or internal unrest, which was originally issued under Article 352. Under Article 357, which was originally enacted, the fundamental rights under Article 19 were automatically suspended at the time of declaration (**Bhambhri 2009**).

In any event, after 19 months of national emergency and media control, Indira Gandhi became so confident of her continued success that Mrs. Gandhi called for parliamentary elections in March 1977. At the same time, Mrs. Gandhi also removed press censorship. The people's persuasive objections against the atrocities of Indira Gandhi's rule were brought by a coalition government of several small political parties. Faced with pressure from the Indian press after the imposition of the 'state of emergency', it may be tempting to consider it as a slight but completely unexpected pressure for independence: India was only involved with third world countries, so there was some doubt about its authenticity (**Vaibhav, 2019**)

Constitutional Status of Freedom of Media in India

The Constitution of India recognizes certain rights of the citizens of India as fundamental because the individual cannot develop his personality. Basically, there are six fundamental rights in the constitution, which help to make Indian democracy more effective and meaningful. These fundamental rights guarantee the fundamental freedom of the industry. 19 (1). Of the six freedoms, Article 19 (1) (a) provides for freedom of speech and liberty.

In a democracy like India, the media has the following responsibilities:

- i) provide the citizen with neutral information. The media will not tarnish the truth; they will present them as they are.
- ii) To play an important role in disseminating the thoughts of the citizens through empowerment with knowledge. In countries like India where there is a significant rate of illiteracy, it is the responsibility of the media to impart knowledge and expand their perspective.
- iii) To justify any action is against the spirit of justice or the essence of democracy.
- iv) To play an important role in instructing and initiating conceptual exercises.
- v) The right way to take action against the accused for any anti-social activity irrespective of political opposition.

vi) To build unity and brotherhood among the people, and to believe in democracy and justice. If the media fulfills its responsibilities strictly, the citizens will truly enjoy democracy (Vishal, 2018).

Increasing women's education and access to their employment has contributed to women's empowerment and poverty alleviation. The media plays an important role in creating awareness for women to achieve potential. Without the law, women can easily access services and facilities through laws, government schemes, banks and voluntary organizations. The distance between women and the media not only deprives women of their right to information and knowledge, but it can also keep them in the dark about women being abused and distorted. (Jain2007)

Freedom of the press in Indian democracy

Freedom of the press is at the center of all freedom. Where there is no exchange of information and thought, no other freedom is secure. Freedom of the press is one of the pillars of a free society and a means of expanding the boundaries of freedom. In a democracy the free media has an integral right to the opposition role. In order to solve the problems of the people and the country in the public interest, the authorities at all levels should be criticized and the management of the government should be monitored. A free press can be suffocated through economic pressure. For example, the government has no right to set advertising rates for individual newspapers or to use government advertising as a form of sponsorship or to canalize the supply of newsprint through state monopolies.

Globalization and the media

Globalization is understood as a process through which economic and cultural events that used to be at the national level in most cases become increasingly international. This process has accelerated in recent decades, led by U.S-based multinational corporations and imperialist centers. At the ideological level, corporate globalization initiatives are encouraged by neo-liberal arguments about the potential for "free trade." The Global Village often leads to the notion of globalization where the real beneficiaries are information and communication technology whose visual face is the media. However, critics of globalization never forget to mention the rise of the trend of cultural homogeneity as a new form of hegemonic-cultural imperialism.

Media in India

After India became independent and after the drafting of the Constitution, the question arose before the frames of the Indian Constitution as to whether there should be a separate provision for newspapers like the US Constitution, or whether the right to freedom of speech should be included. In this context, Dr. B.R. Ambedkar the chairman of the draft committee told that there is no greater advantage in the media than this which should not be given or it should not be used by individual empowered voters. "Press executives or editors are all citizens and so when they want to write for a newspaper, they just exercise their freedom of speech and freedom of speech and I don't need to mention my freedom in my decision." The right of the press to freedom of speech was enshrined in Article 19 (1) (a) of the Indian Constitution. A free press democracy is needed and it is more important for a huge democracy like India(Arjun 2019).

The role of media in Indian democracy

Considered as the backbone of media democracy, it plays a very important role in Indian democracy which includes the following:

1. The media acts as a watchdog of the government and informs the public about the happenings around them through every report of the administration's actions.
2. The media is considered the fourth pillar of democracy. It makes us aware of various activities like politics, sports, economic, social and cultural activities etc. It is like a mirror that shows the empty truth and sometimes it can be harsh.
3. The media in a democratic society also leaks gaps, which ultimately helps the government to fill the gaps and make a system more accountable, responsive and democratic friendly. So democracy without media is like a wheel less car.
4. The media serves as a bridge between the people and the government and as a powerful tool with the power to create and break public opinion. It has the ability to suppress perception or blow emotions. That is why it has gained the trust of the people. It controls people's hearts and minds through media, various magazines, television and movies.

Election and Media

Media and politics are the most important and very integral part of democracy and one cannot be expected without the other. The media lets its citizens feel comfortable and potentially take part in it. Politics and media use the vehicle called democracy. With the advent of media made politics more possible than ever. And every information and conclusion can be informed Citizens at the right time and in the right situation. Politics cannot be expected without media and there can be no media without politics. The media serves as the most effective and most important part and it works much later. Flow from it Information between the government and its citizens is only possible for the reason of media . In the competition of globalization and the means of modernization must be developed and the media must to go in parallel otherwise one must be proficient. There will be a lack behind others and there may be some conflict (Noor, 2018).

Impact of Social Media in Indian Politics

In 2008, India used social media for the first time During the Mumbai attacks and this is the 2009 national election. With the advent of social media, the format of Indian politics equips yourself and help with the new format. Different political parties come up with their ideas and motives 34% of the youth as well as the rest are Indians. Social media Inspiration and the main tool in the hands of Indian politics Inform with ideas and information. The serene result of this 2014 Lok Sabha elections and 2015 Delhi Assembly elections. This can be noticed and the total liability goes to social media. Different types of social media can be categorized as such Blogs, micro blogs, photo sharing, social networks, videos Sharing, Virtual Worlds, Social Bookmaking, Product Review Etc.

Conclusion:

The media touches on almost every aspect of our public life today. The media plays a very important and vital role in enlisting and educating the people. Engaging with the media and imparting knowledge, skills and technology to the people can raise awareness about various rural development programs, family planning can be promoted using media. It has made farmers aware of new and improved methods of agriculture and crop conservation. The media plays a very strong role in raising awareness in the society against child marriage, child murder, child labor, etc. Although it is an educational program, it can cover many students on many platforms. The University Grants Commission promotes educational programs for the benefit of school and college students across India. Media can ignite a scientific mood among students for the development of science. Governments can use media more effectively as a tool for social change. The media has published various corrupt practices, secret agreements, thus keeping an eye on cancer in the form of corruption in the society.

The media cannot succeed without the free press. A free press is very necessary because it is the voice of the people, but the media will not fall prey to any financial or any other temptation and will truly serve the people. Media is playing an important role in shaping the human mind. It makes us aware of various activities like politics, sports, economic, social and cultural activities etc. It's like a mirror that shows blank truth and sometimes it can be harsh. However, it plays an important role in shaping the human mind. The media plays an important role in building democracy. This is called the backbone of democracy. It empowers citizens through information. The media arranges debates on current issues and controversial policies so that different views on the same issue can be brought to the fore.

This study also shows that there is a very close relationship between the struggle for social and political liberation in modern India and the growth and development of print media (press) in India. In the days when the state of emergency was relaxed, the press brought the state of emergency to the attention of the people and brought out the state of emergency. The survey found that the role of the press was a political catalyst that helped the people from their views against the emergency government that ultimately lifted the state of emergency in the general election and protected democracy.

For the development of social media squares must be added positive notes and with the help of every media the policies of political parties, ideas can easily spread to every level and corner of society. Earlier the selection process was conducted through or through. Support for print media and physical communication but nowadays the system has changed to a more modern and running system.

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