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IMPACT OF MEDIA ON SOCIETY

¹. Adity Agrawal, ². Ravi Kumar, ³. Surbhi Agrawal

¹. Assistant Professor, ². Research Scholar, ³. Assistant Professor

¹. NIMS University Rajasthan, Jaipur, ². NIMS University Rajasthan, Jaipur, ³. B.S.A. College of Engineering & Technology, Uttar Pradesh

Abstract: Media act as a mirror to the society as it keeps track to all the crucial information of the society and deliver that to the public through its various mediums like print, radio, TV, and digital. Media serves as a platform to different groups in the society, and it aware the people about the current happenings. Media becomes as important as our daily needs; it shapes the public opinion and strengthen the society. Today, the media is omnipresent and it caters the need of people. The research study, aims at analysing the impact of media and its effect on society. And this will help in studying the role of media in informing and educating the people about the current events of society. Its main focus is on how frequently people use media and effectiveness of media on social issues. The research study was conducted through secondary data.

Keywords: Media, society, Media serves, digital, print, radio, TV

Introduction: Media create an impact on our everyday life. We constantly update ourselves by keeping track of day-to-day news. It is the media which create and shape our lives. It is intended to reach large audience simultaneously. The media's role in society is vast and comprehensive. The word media was first used for the print. The print media includes magazines and newspapers, it is one of the oldest forms of mass communication. With the advancement of technology, now the media encompasses various mediums of mass communication like television, radio, internet and theatre. Now the time people are just one click away from the information which is available on various social media sites. Today the media is everywhere and it is very convenient for the people due to its portability, we can get the information from the internet and from radio as it is available in our mobile phones. The internet is the latest and modernized form of media. It gives us the information in real time and update ourselves with the current happenings around us. Media is a basic component of any majority rule society. It acts as a fourth pillar of democracy, it fights against the injustice, wrongdoing, breach, oppression of our society. Media plays the watchdog function for the society. It also impacts the fame of a political party, organization and individual.

With the absence of media, the people would be isolated not only from the society but from the government, lawmakers and from the rest of the world. The media mobilize the people towards their desired goal. It is the media that played an effective role in making the world a global village and it reduces the communication gap between the people of society. The audio medium of media plays an effective role in enhancing the imaginative power of people in the society. The radio connects people not only from cities but also from the remote areas and it inculcate the feeling of belongingness in the society. It presents the program on various issues of public interest like agriculture, small scale machineries, industries, public welfare which helps the rural people in the upgradation of their livelihood. Television is another medium of mass communication, which is an audio-visual medium. It attracts the viewers' attention and create the public mindset on an issue of general interest. TV covers the gap between governing bodies and general public. It provides us the new information, aware the public about current happenings, it helps us in grooming new talents with the reality shows of singing and dancing. It also enhances our knowledge about various cultures and religions by watching the Astha channels and some religious channels.

With the advancement of technology, the social media come up with new features. It strengthens the bond between individuals and deepen their relationship. Social media play an effective role in society as it educates the people, give them the job opportunities, it enhances the business, help us to know about politics, with some positivity it also deals with some negative issues like cyberbullying, risk of privacy, hacking, fake news and the youth become so addictive to many online social platforms. The social media is an umbrella term which includes many social networking sites like Facebook, Twitter, Google+, LinkedIn, Instagram, WhatsApp and many more which invite the users to share their ideas, thoughts, opinion and emotions on the same platform. It gives us the valuable and interesting features like tagging friends, sharing location to your near and dear ones, uploading photos and videos, live chat, searching friends, video calling and it also gives us the option like vblog which helps us to raise the issues prevailing in the society and to inform and educate the mass audience.

The mediums of mass communication like Television and social networking sites spread the western culture in our Indian society, which boosts the tourism industry and in the growth of country's economy. Now Garba is not only famous in Gujarat but it performs in many other parts of country also. The media imparts the knowledge and effectiveness of wellness tourism in the Country. Today yoga is not only limited to India but it is practiced in other Nations also. As we know India is rich in cultures, festivals which beautifies its image on global map, when it is featured on social media so it attracts the tourists form different parts of the world to enjoy and feel delightful in cultured rich heritage of India.

The Information of new rules and regulations made by the Government of India is disseminated through various mediums of mass media like Vox- pop, Chat shows, Interviews and panel discussions. During Covid-19 the Government imposed Lockdown in entire Nation so the news of it was frequently distributed by the media to the citizen of India. And whatever the amendments were made

related to that issue, the news was reported by different medium of mass communication. Not only the views and opinions of Government officials but the issues of common people were also spotlighted on various media platforms effectively.

Objective:

The main objectives of the research work are:

- 1- To study the Positive and Negative impact of media on society
- 2- To study how mass media brings changes in society

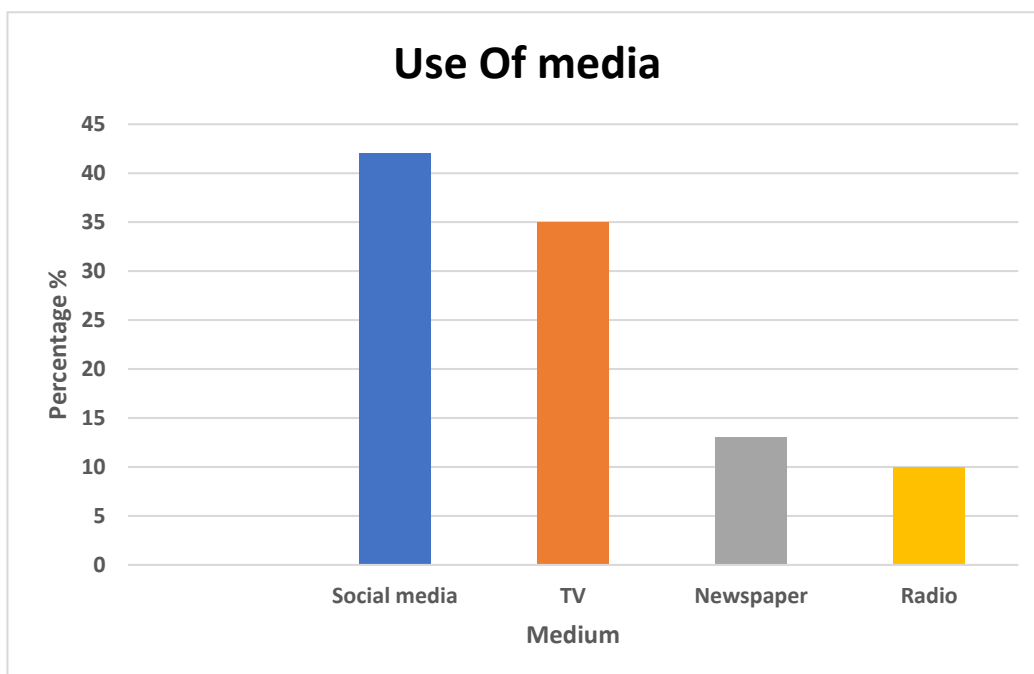
Methodology:

The research study was conducted through secondary data from Government publications, Public records, new channels and research papers etc.

Media usage:

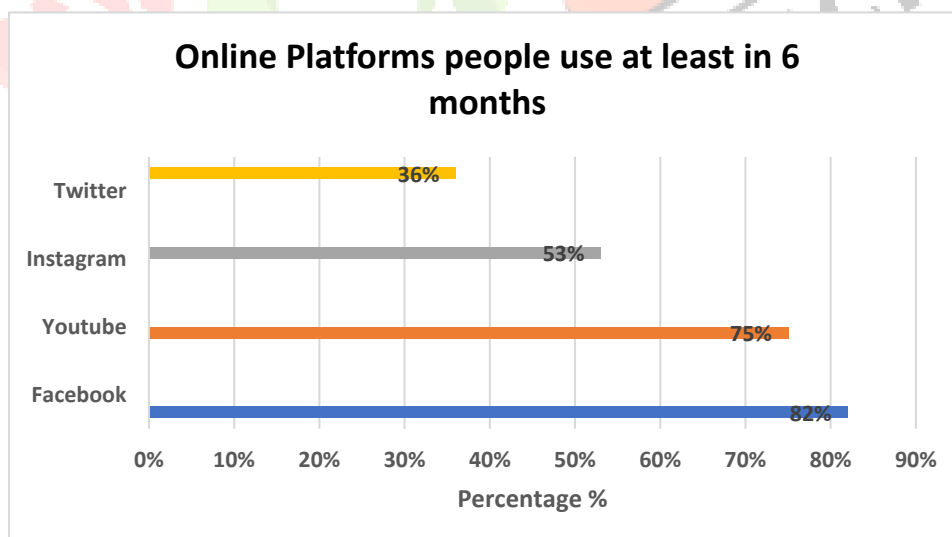
Mass media inform and educate the people through various projects like Gyan Darshan and other educational channels. It imparts the basic skills into the people. It disseminates the knowledge among the audience through its various mediums. People use media according to the availability and their interest. According to the survey it is found that 42% people use social media to entertain and update themselves, 35% users are of Television in that the ratio of children are higher and they are attaining obesity. 13% users are of Newspaper, they read it frequently, and the rest 10% respondents use Radio to live in their imagination and the programs on radio are very soothing to ears.

There are several uses of mass media tools to attract the tourists and to gain the attention of mass audience to visit the places, historical sites, to enjoy different cultures, variety of foods and much more, which boost the Indian Economy and increase the earning of society members.



How frequently people use social media:

There are so many social media platforms available today like Facebook, Twitter, Google+, YouTube, LinkedIn, Instagram and WhatsApp. Nearly 86% people uses social media once per day. Half of social media users prefer to use it through mobile phones. People use Pinterest to get creative and new ideas. Now social media become the part of everybody’s routine life it is an easy way to communicate with people, to do online shopping, find other things to do and to get updates. Facebook is most popular among other social media platforms as it is the oldest and most preferred networking site. The recurrence of using social sites depends on the accessibility and the reach of online platforms.



Importance of media:

Media penetrate and influences the society. It helps us to know what is happening around us and all over the world. It keeps us informed about our society and the different cultures. The print, broadcast and new media are the different mediums of the media which keeps us updated and raise our consciousness on social evils prevailing in the society like female foeticide, gender inequality,

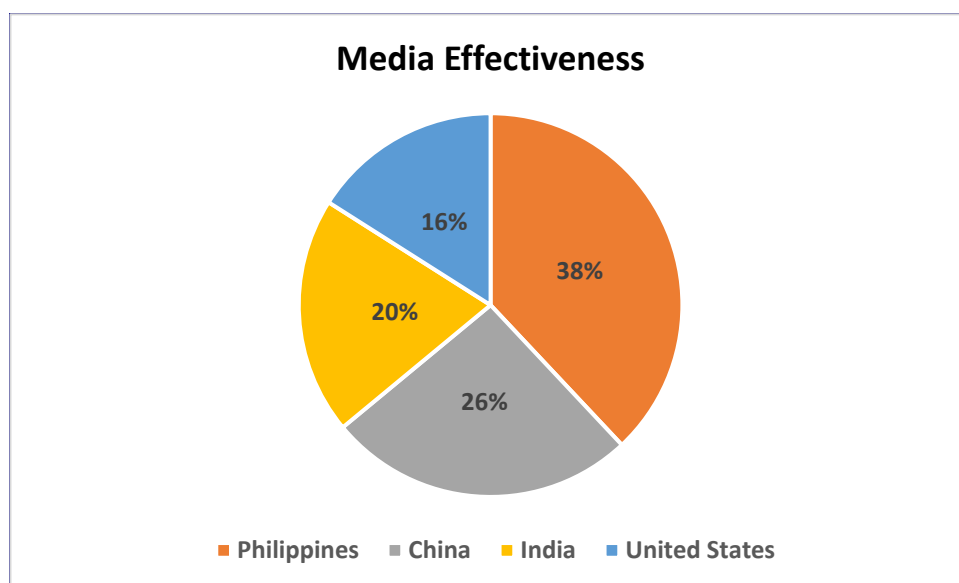
domestic violence, dowry, no education for girls etc. Media depict us the true picture of various events, matches, and award ceremony. By the media we connect ourselves with the program 'Mann ki baat' addressed by our Prime Minister Shri Narendra Modi. It is the media which bind the people of country by contacting them through online mode.

Media also built our profile in the community and it publicizes the brand image globally. Media educates the people about their rights and how to use them. It works like a bridge between the Government and the public, as it informs about the new policies and amendments by the Government to the citizens of Nation. Media aware the public about the activities of the government officials. It brings the changes in the society. Today the media becomes the integral part of our daily life. Its reform, rejuvenate and reconstruct the society and its norms.

The mass media constantly update the public about the technical, political, educational, art, business and every field of our social life. The media spreads the information of any product and services through the advertisements which attracts the target audience to buy the product. The media not only aware the public but also helps them to develop themselves as per the needs of society. In today's world people get the ideas to prepare about their future like to find new jobs, to find the best college, explore the suitable courses, now these things are easily possible through the media.

Effectiveness of media:

The media is a powerful or influence medium. The different mediums of mass communication are effective only if they fulfil the needs and interest of the target audience. It spread knowledge and information from one part of the World to the other. It attracts the viewer's attention and update them about the fashion and current happenings. The effectiveness of media depends on the type of medium used, the market conditions, the trending scenario, the type of message, the target audience and the language used these are some important factors which determine how we have to release information in the society. The media's role is very effective in Philippines then in China, India and United States.



Positive Impact of Media on society:

Builds the relationship:

The social media brings the people together. They can interact with each other in real time and make the friends. Media builds the rapport between the society people so that they can share their problems with each other. People get the chance to talk to others in this busy World, it is only possible through the media.

Makes the society techno- savvy:

Media is a platform through which people show their creativity and they become the techno- savvy. The online platform also improves our motor skills by typing, clicking, playing games and other finger related practices. It helps in better communication and building a rapport to the society people. By using new features on social media like sharing live location, chat rooms, video calling, adding different filters to your snap, makes the people more advance.

Disseminate the news in real time:

The news spread on the social platforms like wild fire. Whatever the news, it is quickly available globally and we update ourselves time to time. Through online media it is made possible to get the updates of current happenings and to be aware about that issue or event. In real time we get the news and take necessary steps. As we know, Chennai witnesses heavy rain which causes flood in the city on 30th December 2021, at 10:30 pm so it is the media which gives us the updates of the current situation of the affected place.

Employment opportunities:

Many online jobs are available for the people of the society so they get the employment and fulfil their needs. There are several sites accessible for the users who want to apply for a job profile and for their start- ups. The online media also gives a chance for the fresh graduates to do the internship online and to enroll themselves in any online certificate course. Like the SWAYAM is an online portal which provides many certificate programs it is a positive initiative by the Government of India.

Educates and Motivates:

Media educates the people about their rights and duties towards the society and the Nation. The social media connects the people and it aware about the wrong practices which is prevailing in the society. It informs the public about the current situation and the issues of the society. Many motivators through videos share their knowledge and opinion to motivate the young people to opt the right path and to take right decisions. Social networking sites inspires the young people to develop the healthy habits. The different mediums of media always offer the teenager to try something new and to follow their passion.

Medium of entertainment:

Media is a medium to entertain the people through various programs like daily soaps, comedy shows, talent shows, horror stories, award shows and many more. With the entertaining medium the media also offers some religious channels. The astha channels engage the people and connect them to the spirituality, they feel enlightened on the path of devotion. Many programs like Ramayana, Mahabharata were also broadcasted again during the Covid-19 pandemic.

Spread Art and Culture:

The mass media spread the culture through its various mediums. The media attracts the tourists by showing them the Indian culture. The Heritage sites, forts, cultural dance, festivals, fairs are the main parts to attract tourists and to boost up the Indian economy. The wellness tourism centers are open for all and it influence the tourist to come and visit these places.

Negative impact of media on society:

Depression or anxiety:

There are many positive effects of social media, but there is also a shady side of this infinite scroll which always coming back with the option of more. The social sites affect the teenager's mental health and due to that they suffer with anxiety and depression and which lower their confidence level. The students engage on the social networking sites which hamper their studies and reduces their mental and physical growth.

Unequal access to technology:

Many accidents are caused by taking the selfies at the river bank and on mountains to upload them on social sites. It is a craze which arises among youngsters now a days. Due to the obsession for any web series or social networking site people sacrifice much of their time and get the headache and suffer with low vision problem.

Cause violence in society:

As the people get the updates from social media but the information overload can mislead them and can cause the factual errors. The people also get bad habits and they might indulge in crime by watching the influencing videos on online sites. The teenagers follow the famous personality and try to dress-up like them and they set their unrealistic expectations which arouses the negative body image and they start dieting which results in the eating disorders. The worst impact of cyber media is the cyber bullying which makes very difficult for the victim to live their life normally.

Increased risk of obesity from inactivity:

Exposure to media leads the obesity in children through increased eating while watching the television, social sites, watching movies while sitting on a same place for a long time. This causes the low nutrients in their body and make them fatty. Excessive screen use, and having a television in bedroom make them the obese.

Sleep problems and health issues:

Media usage can hamper your sleep. Children and adults who uses social media continuously suffer with the problem of insomnia. The person who keeps their electronic gadget with themselves while sleeping they might suffer with some health issues due to the radiations from these electronic devices.

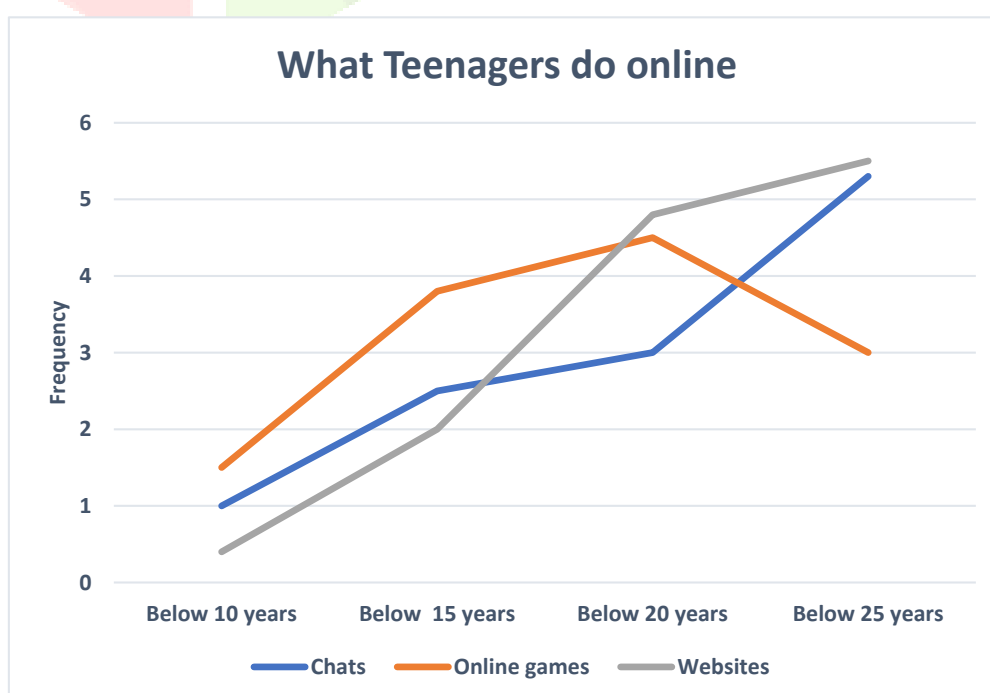
Impact of excessive exposure on mental health:

Excessive exposure to social media deteriorates the teenager's attachment to their school, which results in lower academic score with lack of attention and retention. Due to inadequate uses of online media the child's mental growth do not take place in right direction which creates loneliness, risk of anxiety and self- harm. Excessive use can increase the number of aggressive scripts in their mind that may store in their long-term memory which will affect their behaviour.

What teenagers do online:

There are the following activities that teenagers do online:

- 1- They send or read emails
- 2- Do surfing and watch movies, TV shows on Netflix and Hot star
- 3- They play the online games.
- 4- Above 20 years of age group teens visit the news portals and go through with the current affairs.
- 5- They send and receive the instant messages.
- 6- Above 20 years visit the website of different colleges and get the information regarding the admission.



How mass media brings changes in society:

The media changes the habits and attitudes of the people by delivering the information to the people. The media portrays the social norms of the society in front of the citizens, so that their attitude will change towards the orthodox which is prevailing in our society. For example, we were having the wrong thinking about the several diseases like Cancer and HIV/AIDS. We think that by touching people suffering from these diseases we would be infected. But when we watch the awareness programs related to these diseases on television or on radio or by reading the newspapers, we came to know that these diseases are not contagious. It is the media which makes us aware about the things and their affects.

The media bring the positive change in the society by telling them the importance of planting the trees. During the Covid-19 pandemic when people face the worst situation, where everybody is rushing towards the hospital to get the Oxygen cylinder for their near and dear ones, that time the social media played very important role by informing the people about plasma donors. When the country is facing the oxygen cylinder's deficiency, the media aware the public about the trees which gives us Oxygen. For example, through the social media people came to know that the Ficus religiosa (commonly known as Peepal tree) gives 24 hours oxygen and the Aloe Vera is an excellent plant to purify the air and it releases oxygen at night. The awareness through media brings a change in society, as the number of planting trees after the pandemic increased.

The change also relates to the betterment of the society. When we watch television or using social media there are so many programs which imparts new skills in the people. For example the cooking show, the dancing show, the singing show, the talent show and many more, these shows develops the skills in the people and they gets motivated and try to prepare new dishes, they enhance their dancing skills, their singing skills etc.

The media brings positive change in people's attitude towards girls education and prohibiting the early marriage of girl child. The media broadcast the awareness campaigns like "Beti Bachao Beti Padhao" which inform and educate the rural people to literate their girl child and do not take the step like female foeticide. The Government starts many schemes for the girls livelihood and for their marriage like "Sukanya Samriddhi Yojana" , "Kanya Suraksha Yojana" , "Laadli Yojana" and many more. The media informs the rural parents that their girl child is not a burden on them and they can avail these schemes and get the benefit.

Conclusion:

In this paper we have discussed the media usage and the positive and negative impact of media on society. We have also discussed about how media brings the changes in the society. We came to know about, for what purpose the teenagers uses the online media. The frequency of using any social media site is different according to the age group. The media creates awareness in the society as well as it distracts the youth from their studies.

So, there are many advantages and disadvantages of the media for the society. It depends on us how we are using the media and how frequently we use social media. If we are using it for a good cause and for limited time duration so it may create good impact on us, and if we are wasting our time on social sites then it will create bad impact on us. At the end, its up to the people to decide whether they want to get benefit from the media or to get the negativity.

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