



PRINT MEDIA CULTURE AND SOCIETY; INTERDEPENDENCE AND EMERGING CONCERNS

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PRINT MEDIA AND DEMOCRACY

Freedom of the press is not just important to democracy, It is democracy. Media is the medium to convey our thoughts to the world. Media is considered the fourth pillar of democracy. Print media generally refer to newspapers, magazines, and articles. Print media is not just About Facts and information but it Provides us with diverse points of view According to Bill Mayers, 'The quality of democracy and the quality of journalism are deeply entwined' Print media has a great history of boom, Many social reformers began campaigning for radical changes towards the end of the 19th century and all their activity led to a boom in the newspaper industry. At that time print media is the only way to spread their points of view among the folk. Print media not only spread views of a person but sentiments also. We can say democracy needs support of print media and print media needs support of democracy.

keywords: medium, point of view, boom, democracy, media

Introduction

A democratic society is one governed by the people for the people and by the people .the media which are considered the fourth pillar of democracy after executive, legislative and judicial branches, are important in maintaining not only democratic values and norms but also preserving development needs.

During the British rule, the role of media was quite different. In the name of security of the State, in the 20th century people were deprived of the basic info and transparency in the process of governance was a distant dream. The print media during the freedom struggle of India played a foremost role and got a confidence booster. It is well known fact that most of the freedom fighters were well familiar with journalistic knowledge and many of them were said to be journalists. Media largely influenced the India's freedom movement. Subsequently after India's independence, the responsibility and role of the media was

improved but during the period of emergency (1975) the activities of media were strongly controlled². Even strict orders were issued against the media houses and media independence was completely crushed. However, the role of media during the post emergency period strengthened again as well as it came much closer to the hearts of the common people. The political, social, economic and cultural areas of India were reflected in the newspapers which eventually paved the way for strengthening the democracy and the government of the people of India. Now-a-days, besides the print media.

Objectives of the study:

1. To examine the role of media in democracy
2. To study deep the access of media
3. To build conceptual framework of study
4. Interdependence of democracy and media
5. To study why media is important in democracy

Research methodology

Since the nature of paper is analytical and theoretical in nature ;hence data has been collected from secondary sources, for examples journals ,papers, internet ,books and from articles also.

Analysis of paper

The print media display the greatest diversity of all, in both ownership and content. They range from daily to weekly newspapers, from news magazines to a range of special interest publications. For the purpose of this paper we are primarily concerned with newspapers, although many of the observations and standards might also apply to other types of print media. First, in the family of the mass media, the print media remained primarily in the hands of private individuals or groups and the broadcast and telecast media which came into being very late have had its origin during the British raj and in independent India. The demand to end the monopoly of government over broadcast and telecast media became a reality only when the paradigm change arrived in the government economic policy in the early 1990s. The policy of liberalisation inaugurated a new chapter in the history of the mass media in India.

Constitutional Status of Press/Media in India

Constitutional Status of Press/Media in India After the independence of India when the constitution was being drafted, the question aroused before the constitutional makers of India that whether or not to have a separate provision for press like in Constitution of America, or to include the freedom of press in right to speech and expression as in constitution of England. In this context, Dr. B.R. Ambedkar the Chairman of Drafting committee powerfully argued that, "The press is simply another way of describing a citizen or an individual. The media has no superior privileges which are not to be given or which are not to be exercised by the voter in his separate capacity. The executive of press or the editor are all citizens and therefore when they select to write in a newspaper they are just exercising their right of freedom of speech and expression and in my decision then no special mention is necessary of the freedom of press at all"³. Hence in Indian constitution the right to press was inserted in freedom of speech and expression i.e., Article 19(1)(a). Free press is the need of democracy and is more important for the huge democratic country like India. In India

in the absence of any exact article in the constitution for free press, it was the judiciary who promoted and safeguarded the independence of press.

Role of Indian Judiciary in Protecting the Independence of Press/Media

Role of Indian Judiciary in Protecting the Independence of Press/Media The court in Romesh Thapar⁴ VS State of Madras case has alleged that right to circulation is as important as right to publication. In Sakal News Papers VS Union of Indian indirect effort by Government to restrict the freedom⁵, by passing the News paper(Price and Pages) Act 1956, which empowered the government to regulate the space for advertisement, was struck down by judiciary as it, would have direct impact on circulation.

Role of Judiciary in Restricting Freedom of Press/Media

Role of Judiciary in Restricting Freedom of Press/Media In India the judiciary protected the rights of press as well as constrained it in the interest of justice. The court in Bihar VS Shailabala Devi case speeches and expression⁶ on the part of an individual which inflame or boost to of ferocious crimes such as murder, etc. will undermine the security of the state. The court in the case of Dr. D.C. Saxena VS the Chief Justice of India alleged if preservation of democracy is the foundation for free speech, society equally is authorized to regulate freedom of speech or expression through democratic action. The cause is evident, e.g., that society accepts free speech and expression and also puts restrictions on the right of the majority.

Responsibility of Median in Democratic Country

Some of the responsibilities of media in democratic country like India are as under:

1. To provide fair information to the general public, The media must present the evidence honestly; they should not sully it.
2. We want to expand the thoughtfulness of people by providing them with information. In India as well as other countries where illiteracy is a major issue, it is the responsibility of the media to spread knowledge and broaden their opinions.
3. To play a key role in introducing the proper way against people who are accused of antisocial activities, irrespective of their political affiliation.
4. Our mission is to foster harmony and brotherhood among the people and to mount faith in democracy and justice. If the media abides by its duties, democratic values will be appreciated in a factual sense by the citizens of India.

Role of Media in Indian Democracy

Media is considered the backbone of democracy, it playing very significant role in Indian democracy which is as following:

1. The media works as a watchdog of the government and carry every report of the action of administration thereby keeping the people informed about the day to day happenings taking place around them.

2. The media is considered as fourth pillar of democracy. It makes us aware of various activities like politics, sports, economic social and cultural activities etc. It is also like a mirror which shows the bare truth and sometimes it may be harsh.
3. The media also exposes loopholes in the democratic society, which ultimately helps government in filling the vacuums of loopholes and making a system more accountable, responsive and democratic friendly. Thus the democracy without media is like a vehicle without wheels.
4. Media acts as a bridge between the people and the government and also a very powerful tool with the ability to make and break the opinion of the people. It has the capacity to swing perceptions or evoke emotions. This is why it has gained faith of the public. Media, through its various means of newspapers, television and cinema is what rules the heart and mind of people.
5. The media has helped to shape the democratic society by giving emphasis to issues that are at one point in time, would have been considered strictly private such as child birth, child care, domestic violence, and sexual harassment.
6. Media in exercise of freedom of expression is essential to communicate the thoughts, views, ideas, philosophy, ideals and activities. Communication keeps society together and cohabitate. For healthy growth of civilization world, the free flow of information and ideas is essential.
7. Modern Methods of interpersonal Media communication include seminars dramas, public meeting and workshops etc. these are effective media methods to address small and medium gatherings, which can be used as grounds for advocating the Human Rights and building public opinion.
8. Media technology has got a crucial role in everyone's life today. Media has got a great job of bringing social change in whatever the topic covers from entertainment to all the ongoing issues. Currently there exists revolution in fighting against corruption in the country. People started realizing the corruption is the element to be eradicated. Internet and social networking sites like Face book and Twitter, along with traditional media like print and electronic are powerful weapons that curb the menace of corruption and lead to greater transparency in public life by policing India's situation vis-a-vis economic and governance, highlighting ongoing corruption cases and applying pressure on corrupt organization and individuals. The free distribution and wide reach of the internet and social media channels is critical in the fight to reduce corruption and renew the social fabric. This can give rise to virtuous cycle of transparent policy making, clean government and faster economic growth.
9. In any democratic country the media plays a vital role in creating molding and relating public opinion. Over the years the media became so powerful that it soon acquires the status of forth state as it was aptly described by the British politician Edmund Burke. It is become so indispensable for the democratic functioning that Thomas Jefferson who was the third US president (1801-1809) said, "Were it let to me to decide whether we should have a government without newspapers or newspapers, without a government. I should not hesitate for a movement to prefer the letter".
10. Media today touches almost every aspect of our public life. Media plays a very important and crucial role in enlisting and educating the people. The media can aid public involvement through

advocating issues and transferring knowledge, skill and technologies to the people. Awareness about various rural development programs, propagation of family planning could be spread by using the media. It made farmers aware of the new and improvement methods of agriculture and protection of the crops. Media plays very emphatic role in awakening people against many evils prevailed in the society like child marriage, killing of female unborn child, the evil practice of child labour etc. though educational programs, it can cover many student in a single platform. The university Grant Commission telecast educational programs for the benefit of the school and college students all over India. Media can ignite scientific temper among the students for development of science. The government can use the media more effectively to make it an instrument of social change. Media has exposed a number of corrupt practices, hidden deals, thus putting a check on the cancer in the form of corruption in the society.

Conclusion

Conclusion The Media is considered as fourth pillar of democratic society. For better working of democracy free press is must. But it does not mean an unrestrained press. The question here arises how and who to control press. The simple answer is there shall be an uplifting the standards of journalism can only be solution. Every reporter must honourably and willfully make an effort not to fall in any trap and raise the standard of journalism.

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