



ISSN: 0976-3031

Available Online at <http://www.recentscientific.com>

CODEN: IJRSFP (USA)

International Journal of Recent Scientific Research
Vol. 9, Issue, 1(I), pp. 23451-23454, January, 2018

**International Journal of
Recent Scientific
Research**

DOI: 10.24327/IJRSR

Research Article

THE ROLE AND IMPORTANCE OF MEDIA IN INDIAN POLITICS

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DOI: <http://dx.doi.org/10.24327/ijrsr.2018.0901.1472>

ARTICLE INFO

Article History:

Received 5th October, 2017

Received in revised form 25th
October, 2017

Accepted 23rd December, 2017

Published online 28th January, 2018

ABSTRACT

In the eon of information Technology the main tools of Indian politics is Media and it is too regarded as the torch bearer. Media and politics are the two equal and opposite side of same coin and none can persist without others. With the advent of most recent term 'Globalization' the crown of Indian Politics has taken a dramatic shift towards its most modern form. Along with maintaining the responsibility of fourth pillar of the Nation, media is performing as the mover and changer from stereotypical type to most modern and most updated form of politics. Media plays a very dominant role in politics with shaping the public opinion towards the Nation as well parties. In the era of Information Technology it is quite difficult and too impossible for respective government to keep centripetal force over its citizen in the midst of Internet, Facebook, Twitter Satellite channels and radio stations.

Starting from Mirat-ul-Akhbar to till date there are corers of print media tools has spread the policies of respective government for the betterment of its people but with the passing of time and situation the demands for most modern technology always rest on the top. Media has unique power in any political system and this power stems both from their main source of information about its culture, people, and events on a regular basis and their multiple functions in politics. Media is a most powerful stem of politics in creating its audience attitude, opinion and too behavior for the betterment and most prospective nation. In a democratic Country like India there are thousands of complexities starting from societies to Nation like of flood of new events with most modern concept and with new and updated form of technologies, media have enormous power to formulate the real understanding of world and too affects its behaviors' of its citizen. Media helps to correlate the responses and to face the challenges and opportunities in modern societies to reach consensus on action of the society to its new members with keeping good relationship among its people and exponent policymakers. The footprints of the modern media form is highly pervasive in nature than early decades, and their roles in politics are becoming the major points of discussion and controversy. The spread and restriction on media and its content can define the concept and understanding of any government. With the understanding and clearance of concept the respective government will work as the pressure group or pro group to media. Many time it is seen the media-politics relationship has affected the exact content in numerous scenario with derailing the train to different juncture. Media is the most utilized and most useful tool in the hands of any government as well citizen to run the country with most effective and most updated way.

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INTRODUCTION

India is regarded as the quasi federal democratic republic where anything everything is possible in the periphery of early declaration. Starting from the 1780 till today the Indian media were ornamented with different mode and approach and also burn with the orders/ instructions of different media giants but truth always comes up with flying different hue. In a broad brain the media can be of Print, and electronic but if we dive deep the reach are unlimited. Starting from Newspaper, Magazine, Radio, Television, Cinema, Mobile, Internet based

wave sites (social media, new media) the Indian media along with different developed country media are promoting itself with time and situation. This huge industry performing smoothly its task and responsibilities on the pillars of advertisement, Subscription, and sales of copyright materials. 70,000 different newspaper and is the world biggest market – over 100 million copies are sold each day, 1600 satellite (more than 400 are news channels) The very beginning of the newspaper was started from Bengal gazette(1780), The India gazette, The Calcutta Gazette, The Madras Courier (1785), The

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Bombay Herald(1789), Bombay Samachar, the oldest newspaper of Asia Region, UdantMartand (The rising sun)(1926), The times of India(1838), The HindustanTimes(1924), The Hindu(1878). From that juncture India has achieved the land mark of circulating 80 million Hindi newspaper and 40 million English newspaper. In relation to the readership DainikJagaran the most popular Hindi news daily with a total readership (TR) of about 55,583,000 according to the IRS Round one 2009, followed by DainikBhaskar with TR 33,500,000, Amar Ujala with TR28,674,000, Hindustan Dainik with TR of 26769,000, Rajasthan Patrika with TR of 14, 051,000. The sum total of readership of 10 Hindi dailies is estimated at 188.68 million, which is nearly five times of top 10 English dailies that have 38, 76 million of total readership.

The Radio Broadcasting was initially initiated in the year 1927 but in 1937 it was awarded with the name of All India Radio and since 1957 it has been called Akashvani. PrasarBharati in 1997 a public service Broadcasting came as an autonomous body under PrasarBharati Act to take care of the All India Radio and Doordarshan. The terrestrial format of broadcasting was started as the experimental basis in Delhi on 15th September 1959 with a small transmitter and a makeshift studio but in the year 1965 the regular basis of transmission started as a part of All India Radio. From that juncture the television has reached to the peak and the journey is still on. The film in India begins with the screening of Auguste and LousLumiere moving pictures in Bombay in July 1895. A full-length feature film namely Raja Harishchandra, was initiated in 1912 and AlamAra the first was the first Indian movie with dialogue. With the advent of Digital format of media in the early 2000s many traditional print media transform itself to modern digital version and now a days India has become the hub of many online publications including digital newspaper, magazine, news portal and publishing house.

Impact of Social Media in Indian Politics

In the year 2008 India has used Social Media for the first time at the time of Mumbai Attack and is 2009 national election. With the advent of social media the format of Indian politics are ornamenting itself with new format and helping the different political parties to fetch their ideas and intention to the 34% youth as well as the rest of Indian. Social media are the main instrument in the hands of Indian politics to motivate and convince with the idea and Information. The tranquil result of 2014 LokSabah election and 2015 Delhi Legislative election can be noted and total responsibilities goes to the social media. The social media can be classified in to different forms like blogs, microblogs, photo sharing, social networks, video sharing, virtual worlds, social bookmaking, product reviews etc. According to the research 22% of time were spent by audience in social media. Social media has become the new trend for the political parties to reach every households to motivate with their hidden and open intentions. The Social media has become the members of every households and with taking the benefits of that the political parties are spreading their own feet. The social media has also become the instrument in the hands of pressure group as well the citizen of the country to restrict from doing anything injustice and improper. The social media also take the simple task to more critical note without any justification and as a result it

sometimes taken with a negative note. Starting from illiterate to exponent, everyone is the member of social media and according to the accumulation of knowledge the person will treat with the post. Few sub-conscious miscreants are glued with social media to spread the rumors and pollute the tranquil environment for a specific benefits and in doing so they sometime get success and sometime face the bitter. With the help of social media every political parties are spreading its root to every households and it is not that they are spreading with fore but people are accepting with the periphery of entertainment. 2014 Loksabha Election and 2015 Delhi Legislative Election are most important example of use of social media. Live debate, agenda setting, dissemination of political ideas etc. can easily be reached within a blink of time.

Election and Media

Media and politics are most important and too integral part of the democracy and one cannot be expected without others. Media allows its citizen to take smooth and prospective part in the process of different election procedure. Politics and media are two different tire of democracy and without proper balance the vehicle called democracy cannot be used or dive. With the advent of media the politics become more possible than early and every information and decision can be communicated to the citizen in right time and situation. Without media politics cannot be expected and without politics media too cannot be dreamt of. Starting from the announcing the date to till result the media works as the most effective and most important part and it too works after that too. The to and fro flow of information between government and its citizen possible only because of media. In the run of globalization and modernization the media must be well developed and media person must be well knowledged to go parallel otherwise one will lack behind to others and there may be some collision. Convergence has made everything possible and affordable too.

In the matter of democratic election the unbiased mass media are most essential. This cannot be categorized as the free and fair election procedure by casting a vote in proper condition but to make the people well informative and well educated about political parties, different policies, candidates, election process so that voters can make independent choice at the time of casting their valuable votes. Shackles over media cannot be expected in the democratic election. This is not only the sole responsibilities of media to providing a good platform for voters and politicians but also has a more wide responsibilities like educating voters, reporting on election campaign, allowing the different political parties to debate on development agendas, reporting on election results and monitoring on vote counting's, scrutinizing the electoral process itself in order to evaluate its fairness, efficiency, and probity. Without the existence of independent media and free and fair elections, India would not be able to describe itself as the world largest democracy. Being the fourth pillardemocracy media should perform its responsibilities as the watchdog more consciously at the time of election. Prior to the rise of modern electronic media the political information was fetched through print media or by direct personal contacts. But with advent of modern forms of mass media the election process has become simpler and speedier. In the eon of modernization and globalization the relationship between politics and media are

inseparable and cannot be expected their disperse from one another.

Role and Importance of Media

Anything's without mouth are useless here same the democracy without independent media having no function. Media educate, entertained and aware the people with disseminating the information. And if media evacuated from the juncture the system will suddenly collapse down without any rest. Media is the most important tool in the hands of Democracy to make everything smooth and proper. Media work as the bridge between the people and government and if bridge collapse down there will be no communication between citizen and its government. So in the matter of smoothness the implementation of bridge are must and more essential one. With the help of different modern media the different political parties get connected with different nooks and corners of the state and county with no time. In the time of election the ideas and agendas of different political parties can be fetched to the citizen and also accurate responses can be gathered by the political parties with implementing the different form of modern mass media. The projects and programs of different ministries of the government can be given to its citizen in a blink of time. The most important role of media is to aware and to make well known about the public representatives in the matter of election and too after that. Media and politics are soul and heart of democracy and without one the other are highly unaccepted or unexpected. With the proper implementation of media the politics can be expected otherwise everything's will in disguise and will be of no value. So it can be said that media and politics are most important and most prospective instrument for the smooth and proper use of democracy. Democracy cannot be existed without proper use of media and in the run of election media are most important tools.

Suggestion

1. Indian periphery need the proper use of media in the run of prospective politics and with politics and media the democracy cannot be expected. So media should be used for the prospects of prospective democracy.
2. Politics and media are more sensible term so it should be handled with proper and conscious hand.
3. Media should be used as the instrument of development and only with the help of proper, prosperous and prospective media the real taste of Democracy can be expected and without it may take different turn.
4. Before using the media one must be educated so that the open and hidden mining of the media can easily be grasped with no delay.
5. Media should be used as the tools and propagation of democracy.
6. Media should be used for the tools of information.
7. Media should be used for the propagation of sovereignty.
8. Media must be taken with positive note.
9. Without media politics cannot be accepted and without politics democracy cannot be expected. So all are related to one another and this trio can make sovereignty possible with right meaning.
10. Media are the mouthpiece of Politic and without media political aspects cannot be fetched to the citizen and to

make citizen aware the media should be used properly with positive notes.

CONCLUSION

Conclusion of anything doesn't mean the end of the ongoing process but it is the other way to exaggerate the system for better and smooth run. Media and politics are the integral part of democracy so both must be taken with positive notes to make the smooth and prospective run of the country. From the above discussion it can be gathered that democracy is the body where media and politics are soul and mind. To sip the real delicacy of democracy the proper balance of media and politics are expected. From the above dis conclusion we came to the solution media cannot be separated from the politics and if it is separated the democracy will definitely be handicapped. For the squire development of the society media must be added with positive note and with the help of media every information, policies and ideas of the political parties can easily be disseminated to every nooks and corner of the society. Earlier the election procedure were conducted through or with the help of print media and physical contact but now a days the system has changed to most modern and in the run of modernization and globalization if system follow the primitive and most traditional format than the matter will be most primitive and if the system goes like this than the collapse down is visible. The collaboration between the respective government, political parties, citizen and most importantly media will definitely lead to a prospective destination. And if anyone of them fall down in between the whole system will collapse down with no rest. So for a better and prospective result they must be united and work for the target to accomplish within time frame. In the smooth run of Democracy the media and politics should go parallel with spreading the knowledge and information in right time and right situation. There may be thousands of loopholes but out of that they are the integral Performa for the better and prospective democracy. In a long run every citizen must come forward to enhance and exaggerate platform of democracy which will than possible when media and politics go parallel. Media is the mirror of the society and when a society meets with every loopholes and positivity than they will go on working for it and in doing so politics furnish the system.

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How to cite this article:

HussainMdBajlun Noor.2018, The Role And Importance of Media In Indian Politics. *Int J Recent Sci Res.* 9(1), pp. 23451-23454. DOI: <http://dx.doi.org/10.24327/ijrsr.2018.0901.1472>
