

Mass Media and Indian Society: An Analytical View of its Significances

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Abstract

The significance of mass media is vital for our modern society. In every sector it is proving its vitality and significance. Mass media are highly necessary in Modern Corporate business for their growth and for the development of economy. The importance of mass media in education sector, health sector and rural sector are equally important and cannot be ignore. Mass media are the media that connect the entire society and helping to established globalisation.

Key Words : Mass media, Democracy, Advertisement, Crisis, Education, Health, Rural communication.

Introduction:

In the age of globalisation mass media are playing a significant role in our society. Mass media has made a wide contribution in development of our society. It is a vital tool of development and modernization. It has entered almost in every sector. In various field it has proved its capabilities by showing successful consequence – corporate sectors are widely using various mass media for various functions such as advertising, information dissemination, public relation, corporate social responsibilities, crisis handling etc. In education field various mass media are also playing vital role in dissemination of various formal and informal education. Mass media are also used in health awareness programmes; various mass media are wonderfully creating awareness about disease like cancer, AIDS, dengue, malaria etc. Along with these activities mass media are playing a key role in rural society. It is helping rural India to take new form and bridging the gap between the rural and urban sectors. It is actually maintaining a balance between rural and urban India. Rural sectors are no longer remaining aloof from the rest of the nation.

Objectives Of Research/ Articles:

The article is based on a wide range of objectives. They are as follow:

1. Role of mass media in corporate industries.
2. How mass media helping in propagation of education.
3. How mass media helping in creation of health awareness.
4. How mass media supporting in rural communication and rural development

LITERARY REVIEW:

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Research Gaps:

The research shows a minor gap in the area of Public Relation, Strategic Management, and Corporate Social Relationship while dealing with 'Mass media and Corporate Industries'.

RESEARCH METHODOLOGY:

The paper "*Mass Media and Indian Society: An Analytical View of its Significance*" is based on a through content analysis of various secondary data along with the analysis of the primary data which was collected through sample survey and random sampling.

Discussion And Findings:

Mass Media And Indian Society:

The twenty first century has become the witness of the rise of mass media across the globe. Mass media are the media which disseminates information, and data among the masses within a very short span of time. Mass media may be refers as a diverse array of media technologies that reach a large audience via mass communication. Mass media is recognised as a global factor. It has brought the entire globe under a common shed and accelerated the process of globalisation. It has entered almost in every sector and proved its strength and calibre. The mass media has been considered by various scholars as the fourth pillar of democracy as it helps to maintain the democracy by creating public opinion and awareness. It disseminates information and revealed in front of

the citizen what is happening around them. Mass media are tools for the transfer of information, concepts, and ideas to both general and specific audiences. It helps to create awareness among the public about various social issues. However mass media is totally supported by Technology and communication system which bound the entire world by a common thread and serve the mankind with an advance communication system. This advance dynamic process of sharing and transferring of information is done wonderfully with the help of mass media –Newspaper, Magazine, Radio, Television along with various inter active new media such as Telephone, Tele conference, Internet webs, etc. Mass media are pushing the entire globe towards development and modernization. It is trying to develop various fields such as – Economic, Educational, Health and Social. Daniel Lerner successfully shown in his study 'The Passing of Traditional Society' that mass media such as Radio has the power to disseminate any information or data across the world. He accepted that mass media like Radio is serving as a tool of modern electronic communication and a weapon of development and Modernization.

Mass Media are mainly classified under three categories – Print Media (Newspaper, Magazine, Journal, etc), Electronic Media (Radio, Television, etc) and Interactive or New Media (Social media, mobile phone etc). These mass media are continuously performs various functions in our society. On the one hand it promotes democracy while on the other it enhances economic and social development. In a developing country like India mass media are playing a wide role in various sectors and day by day proving its significance. They not only bound there periphery within surveillance, correlation and entertainment but rather they play a major role in economic, and social development. It supports various corporate industries for their economic development while on the other it promotes education, health

awareness, and various other social developments. Along with these they play a significant role in rural communication and rural development. Mass media easily connects the rural sector to the urban one within a very short span of time.

Mass Media And Corporate Industries:

Mass Media are serving a significant role in modern corporate business. Mass media performs various functions and help in the expansion and easy work flow of the business. The periphery of the corporate industries increasing day by day gradually the numbers of consumers are also increasing. Consumers are always willing to know about the products, goods and service along with brand and the company who is providing the goods and service. Corporate industries are well aware of it. They are giving full attention on information culturing through various media. They are desperately disseminating various messages among the consumers and to the society at large. Through these messages they are trying to reveal their mission and vision on the one hand while on the other they try to disseminate information about their product and service in a non personal and promotional way.

Advertisement in Corporate industries:

Advertisement through mass media plays a key role in this Promotional process. Advertisement is a form of information or data about a product, goods or service disseminated with the help of mass media by some agency on behalf of some company or industries for promotional use. It is a part of marketing communication. Corporate industries are using the advertisement as a tool of information dissemination and promotion. They are promoting not only their product and service but also promoting the name and the identity of the company through the advertisement. It is transforming the companies and their products into

a brand and forming the corporate reputation.

Crisis in Corporate industries:

Corporate industries are not only using the mass media for the promotional purpose but also using in crisis. Crisis is the most unwanted negative phenomenon that hampers companies' economical status, reputation and image. The term crisis denotes anything unnatural and unusual activities that happened unknowingly. It is an accidental situation that put effect on companies as well as the public associated with it. Information and mass media plays a significant role in it by giving support and speedy recovery from the situation. It uses various News media (Newspaper, Radio, and Television), Advertisement, Press Release, Press Conference etc for the propagation of the right information among public. The propagation of information minimise the effect of the crisis as it help to create public awareness. The propagation of information also helps to bring the support of other agencies and organisations. 'The case study of Nestle Maggi Noodle also reveals the necessity of mass media and information dissemination during the crisis. The problem begins in 2014 when a laboratory in Gorakhpur proved a sample of Maggi contained Mono Sodium Glutamate (MSG). Nestle India took the help of social media and electronic media where they deliver the message among the consumer that there product is safe.

Mass Media And Education:

In India, education and mass media are serving as two essential pillar of the nation. They are playing a significant role in social development. Education directly enriching and educating the citizen with knowledge, information and data where as mass media playing a supportive role in it. Mass media are acting as a social educator as it disseminating several knowledge and information among the society. Mass media are nourishing the

information, culture and new trends of education system. They are helping the education system to reach mass audience. They are acting as a new medium of teaching and learning. Mass media like radio and television played a significant role for the propagation of education since independence. All India Radio and Doordarshan mainly focus on social development through information dissemination process. They took the strategy of communicative and participatory approach. They concentrate on social mobilisation and social development through the use of knowledge and education. Education through mass media are creating social awareness among the masses and directing the masses to move in right path. Several experiments were conducted to prove the role of mass media in education system. Experiment like SITE and KHEDA has already proved the efficiency of television in the propagation of education and social message. The contributions of electronic media in education system also cannot be ignored. The electronic media are not only serving as a mode of entertainment but also a mode of learning. It has the capacity to make a wide dissemination of education and knowledge among the masses for social development.

Radio in Education:

Radio is the early form of electronic media serving the mankind since its arrival. The main function of radio is to disseminate information and education. AIR broadcast several formal and informal educational programmes for general as well as for special audiences. Formal and informal educations both consist of some social message and its main aim is social development. The formal programme are mainly subject based curriculum and mainly focus on Literature and Arts, various area of Science and Mathematics, Economic, Social Science, Mass Communication, Education, etc. It also broadcast several carrier oriented programme for the benefit of younger generation.² Programme

related to education were first broadcast during the year 1929 in Bombay on an occasional and informal way. It has been a regular feature for AIR since independence. AIR broadcast educational programme from its 73 station across the nation in different languages. The duration of each programme varies from 15 to 30 minutes. These programmes are highly informational and motivational. The programmes are desperately trying to strengthen the root of Indian educational system.³ In July 1969 'Yuba Vani' or the 'Voice of the Youth' came into existence. It was specially made for the younger generation. The programmes of this channel are mainly educational and informational based. The propagation of knowledge and information for the benefit of youths is the ultimate objective of this channel. AIR also serves a significant role in 'Satellite Instructional Television Experiment' (SITE).

Television in Education:

Television is not remaining behind in dealing education system. Television has started to disseminate a wide range of educational programme for the benefit of younger generation. It became a new medium for imparting teaching and learning. It has a capacity for wide dissemination of message. Indian government has taken it from the early days of its arrival as a medium for imparting education.⁴ In 1961 in an experimental basis India's first school television service begin at Delhi. It was projected as 'Educational Television' with an aim of imparting education through television. Later Educational Television programme are broadcast from several state of the India in different languages covering both formal and informal education. The main intension was to improve the basic concept of science and to develop a new teaching tool. According to National Council of Education Research and Training (NCERT) survey on the utilisation of educational programme it was

revealed only 38 percent of the 500 school provided with receiver in the secondary classes.

⁵In 1975 Satellite Instructional Television Experiment (SITE) has shown how television can be used as a medium of meaningful education. In this experiment The Department of Atomic Energy entered into an agreement with the National Aeronautic and Space Administration (NASA) of United States for a satellite which will be used for an experiment on social development starting from August 1975. The experiment covered around two thousand four hundred villages of six states of India—Orissa (presently Odisha), Madhya Pradesh, Bihar, Rajasthan, Andhra Pradesh and Karnataka. In these states an experimental telecasting were conducted on Education along with Agriculture, Health and Family Planning programmes. The programmes were planned and produced by All India Radio (AIR) at the production centre set up in Delhi, Hyderabad and Cuttack with the help of representatives from Central and State Government and from various universities. The main objectives of the educational programme of this experiment are:

- To reduce drop rate in school
- To make the school more attractive in front of the students
- To impart a proper centralised education
- To improve the concept of the student
- To make the students well informed and well educated
- To create awareness
- Motivate to adopt scientific and healthy lifestyle

⁶In the case study of University Grand Commission (UGC) higher education project known as “Country Wide Class Room” which was launched in 1984 also broadcast educational programme through television. The main aim of this programme was to disseminate higher education across the nation. Television took a significant role in this educational programme and proved its success as a medium for imparting meaningful education

New Media in Education:

New media is a new form of media with a special characteristic of interactivity. It has a wider domain and can be operated globally. New media has also opened a vast space for the education. It can be used for cognitive purpose. Several website with the help of internet connectivity are providing various information and data to the students and general public. New media is giving an opportunity to everyone to access and learn any information according to their choice and necessity. It is a choice based selectivity where one can select the subject and topic according to their own choice and requirements. Now student can also access internet and e book along with books for the education and information. The rise of Wikipedia, the free encyclopaedia is a wonderful case study that reveals the access of information through new media. It is a multilingual, web based free encyclopaedia launched in 2001 by Jimmy Wales and Larry Sanger. It is serving globally the students and the general public with a huge source of information.

New media is a media of digital form. It is not only serving as a huge source of information but also helping in interactive communication. We can talk and discuss with anybody on any topics according to our choice. The new media is also providing the students the e learning facilities. In most cases it refers to the course, programme or degrees that are

taught completely on online. These are the programme or the learning system where the students can utilise electronic technologies such as computer and internet for access of educational curriculum instead of traditional classroom. This is highly effective in imparting meaningful education among the student. It is one of the most modernise form of learning system which is playing a significant role in various parts of India.

Mass Media And Health Awareness:

The vast domains of mass media are helping several organisations to propagate their messages to a large number of receivers. Mass media also serve as an important tool for the propagation of information regarding health awareness and public service. Government Organisations, Municipal Corporation and Non Governmental Organisations are mainly using the mass media for the propagations of information related to health, hygiene and sanitation. Mass media has the power to deliver mass appeal and within a very short span of time it can reach to the masses. The organisations are using the mass media as its impacts are much higher than the traditional technique. The message structure and the presentation of the mass media attract a large number of masses and the message easily penetrates in the mind of the receivers. It creates an effective health communication.

Newspaper and Magazine in Health Awareness:

Mass Media are playing various roles in health communication and health awareness. The print media especially Newspaper and Magazine are serving with an effective communication. Newspaper publishing various public service advertisements to make the society aware about various health issues where as the health magazine describing the issues through several feature articles related to health. Newspaper and Magazine

are the two vital forms of print media which are now also used as an effective tool of health awareness. Newspaper publishing Health Awareness related public service advertisement, advertisements of numerous government and private hospital, advertisement of pathological laboratory along with various health related articles and editorials. ⁷Health magazine such as 'Health and Nutrition' publish by Magna with an aim of propagating feature article on health and fitness. In 2006 India Today group launched a magazine 'Men's Health'. The aim of the magazine is to improve men's health and to give various grooming advice to men. In 2017 India Today group launched another health magazine 'Women's Health' based on women health issues. The print media giving an excellent service in propagation of information related to health and health issues.

Radio and Television in Health Awareness:

While discussing the role of mass media in health awareness, the role of electronic media cannot be ignore. Electronic media is also propagating various health related message with a wonderful presentation. Radio and Television are the two most efficient forms of electronic mass media. Their impact on the public is in highest form, various governmental and non-governmental organisations are using these two forms of mass media for various public service advertisements related to health and hygiene. These advertisements are creating awareness among the public. In radio the case study of ⁰⁸'Radio Health' of Kerala is a beautiful example of radio working on health awareness and health communication. Radio Health is a radio based programme implemented by NRHM, Kerala since 2008. It is a cost effective, sustainable and Participatory community health education programme. It shows highly effective in its mission. Television is another effective electronic mass media which playing a vital role in propagation of information

on public health awareness. ⁰⁹In 1975 the case study of India's satellite television experiment SITE show programme broadcasted on Health and Family Planning along with School and Agricultural Programme. The health programme of SITE Experiment mainly focus on medical aid for the delivery of babies, improvement in health and nutrition, creation of awareness about health issues, knowledge about health where as the main aim of family planning programme is to reduce birth rate, adaption of vasectomy and the knowledge of the benefit of small family. The case study of ¹⁰Sony Picture Network along with Viacom 18 youth channel MTV shows how satellite channel start a campaign against HIV/AIDS on world AIDS day. They provide moral support to the patients who are affected by the deadly virus and create awareness about the deadly diseases. ¹¹The campaign of Pulse polio in India is another case study showing the role of television in health awareness. Pulse Polio is the campaign initiated by Government of India to eradicate Poliomyelitis from India. The programme was supported by World Health Organisation and UNICEF. The veteran Indian actor Amitabh Bachchan became associated with the programme and played a role in the advertisement of the Pulse Polio.

Mass Media And Rural Communication:

Rural communication is a multi dimensional and an interdisciplinary approach with a prime target of development in rural and sub urban sector. It is helping rural India to take new form and bridging the gap between the rural and urban sectors. It is actually maintaining a balance between rural and urban India. Rural sectors are no longer remaining aloof from the rest of the nation. India's rural communication system is connecting each and every rural village with the urban state and centre. Mass media and opinion leaders are playing a vital role in this system. Rural newspapers, radio,

television and various traditional media are swiftly disseminating news and information in a one way mode among the rural people where as opinion leaders use the mass line communication system for information dissemination. The e-governance facilities are also playing a crucial role in rural communication. Rural farmer are now getting several information regarding agriculture, aquaculture, dry land farming, pesticide and pest control etc with the help of e-governance. Rural communication is trying to bring a change in rural society and became an integral part of development communication.

Newspaper in Rural Communication:

Newspaper from the very early days of pre independence era is playing a significant role in rural communication and development. They serve as a connection between the rural villages and the central developmental agencies. They are exposing in front of the entire nation as well as globe numerous rural problems and suffering where as on the other hand it is presenting the modern world in front of the people of rural sectors.¹²Recently the newspaper *Gaon Connection* of Neelesh Misra shows the importance of newspaper in rural communication. *Gaon Connection* is a Hindi weekly from Kunaura village of Uttar Pradesh with a functional office in Lucknow. It is serving as a mouthpiece for rural India. It is wonderfully exposing poor style of farming pattern, various rural occupations and rural society. The problem and suffering of the rural society occupied a huge area in *Gaon Connection*. According to Neelesh Misra “Mainstream media is not keeping us informed of the substantial changes in rural India, one of the many being the rising literacy and aspiration levels. Rural India is going through amazing growth and churn. The way rural citizen live, what they eat, what they aspire for, what they wear, the vehicles they drive –it is all transforming” –source (Afaqs News

Bureau, December.03.2012).

Radio in Rural Communication:

Radio is always served as a mouth piece of rural sector. It plays a key role in rural communication.¹³ One of the significant projects that India has ever seen is 'Radio Farm Forum' project of Bombay in 1956. The project was financed by UNESCO and promoted with an active co-operation of Government of Maharashtra. The broadcast was successfully carried out by Poona AIR station. However in recent days Community Radio is also playing a significant role in rural communication. It is proving as an important tool of effective communication and rural development. It has given in the hand of rural citizen the mouthpiece. The community can easily share their problems and suffering with the outer world

Television and Rural Communication:

Television is playing a significant role in rural communication from the very beginning of its arrival in India. It has disseminated information about agriculture and farming in rural sector of India.¹⁴ During 1967 All India Radio with the help of Department of Atomic Energy, Indian Agricultural Research Institute, Delhi administration and the State Government of Haryana and Uttar Pradesh launched a weekly programme known as 'KrishiDarshan' in an experimental basis. In the initial stage it cover around 80 villages near Delhi, later few villages of Haryana and Uttar Pradesh also come under range. The project mainly focuses on agricultural development of rural India.

Conclusion:

Mass media are the media that connect the entire society even it has the ability to connect the entire globe. Mass media has revealed its significance in

various fields. Its importance was recognised from across the globe. Although mass media was criticized by various scholar regarding its impacts and significance but various research has proved its importance and vitality. In a developing nation like India its necessary cannot be ignore. It is a vital tool of development and modernization. The above mention case studies have wonderfully showed the necessity of mass media in various processes. Mass media are the gift of Science and technology which is necessary for the rapid growth of our society. In every sector it has proved its importance and significance. Mass media are highly necessary in Modern Corporate business for their growth and for the development of economy. The importance of mass media in education sector, health sector and rural sector are equally important. In economic, education, health awareness, as well as in rural development it has shown a great success and push the system a step forward. In a nutshell mass media is a tool of progress which civil society must use for the development and betterment of the society.

Recommendation for Further Reading:

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Scope for Further Research:

The article has put focus on mass media and its

significance in various fields. It is providing a wide scope for further research on the domain regarding the effects and impacts of mass media, mass media content and the elements involved in mass communication process. Along with these it is also providing a scope for further research regarding mass media and corporate relationship.

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