

## Media and Social Responsibility

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### Abstract

The relationship between media and man is very old, or rather the relationship between media and society is as old as the old society. Over time, new dimensions were added to the media. In the pre-independence era in India, media was used as a weapon of social change. Great writers such as Rajaram Mohan Roy, Jugalkishore Shukla, Bankim Chandra Chatterjee, Raja Shiv Prasad Starshand, Nikhil Chakraborty, Munshi Premchand and Sharatchandra Chattopadhyay made the journals an important weapon of public awakening whose aim was to remove the discrepancies prevailing in the society. In its early days, journalism was born as a mission in our country. The purpose of which was to make social consciousness more aware. But after 1857, the media became an instrument to raise the voice of nationalist revolution rather than just being reformist.

Similarly, after independence, public service broadcasters like All India Radio and Doordarshan had taken up the responsibility of providing information and entertainment and educational programs to the nation in mass communication. Gradually, the size and type of media increased and its importance increased to such an extent that it was considered as the fourth pillar of democracy. Later, while basic changes came in the social, political and economic structure of the country, there was also a big change in the tone and content of the media. It assumed the form of a disguised industry. Due to which all the goodness of industries along with its distortions also started appearing in the media.

Media and society are interrelated and the role of media is considered very important in building a better society. On the one hand, in the changing circumstances, where

there have been changes in the society, the change in the working style of the media is also natural. The cooperation of the media in maintaining social fabric cannot be denied. On many occasions it has reiterated its social commitment by discharging its responsibilities. But its business character has also raised its credibility. The industrial houses that run the media institutions of the country and the world also have their own ambitions. They will not or are not misusing the media to fulfill this ambition. It is not difficult to say.

**Key words:** Society; Dimensions; Social Change; Journalism; Mass Communication.

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### INTRODUCTION

The social concern of the media is its strong side, while the business situation is the weak side. The functioning of media as a guardian of society not only maintains its credibility but also increases its influence. The history of media has been related to social revolution. The contribution of the positive role of media in the history of human civilization is seen from its inception. The potential of mass media in the media reflects its impact. Active contribution to the social revolution is its greatest achievement. Regarding Indian newspapers, Thakur Dutt Sharma 'Alok' has said -" Two elements were mainly associated with the sunrise of journalism in India. First, criticism of the government and corruption; Second, the suppression of newspapers on behalf of the government."

In this era of globalization, there is no such area where media is not accessible. In this context, the Norwegian scholar John Galtung states that 'mass media like media is

regular, ubiquitous and everywhere'. The media is giving every information from the neighborhood to the country and the world. Its unlimited scope has put the prediction of Marshall McLuhan's 'Vishwagram' on the surface of reality. In this early phase of the 21st century, the media is realizing a new world by eliminating all geographical distances. In this world product and consumer interaction. Everyone is impressed with the new look and glare of the media. That is why whatever information the media is giving is coming out as a product. The media that was once concerned with public issues has been marginalized. It has been replaced by consumerist culture. "The media world is dominated by an undemocratic global market and has taken the form of very high level barriers. To say that the national markets are still intact and they are also indispensable for understanding any particular national situation but their importance is secondary. Ten global-level media groups dominate the global media market. Including Dizne, Time Warner, Bertelsmann, Viacom, The News Corp., TCI, Sony, General Electric (owner of NBC), Polygram (mainly owned by Dutch electronics company Philips), and Siagram (owner of Universal). "

### **MEDIA AND SOCIAL RESPONSIBILITY:**

Media plays an important role in a true democratic system. People's participation is an important dimension in a democratic system, which is necessary for running the system to its maximum potential. Information about various issues may not be available to the people until widespread public participation is not possible. Historically, media has evolved to inform, educate and entertain people. Media also affects people's lives in different ways. In this environment of open economy, globalization, cut-throat competition, commercialization and developed technology and technology, is the media really playing its social responsibility? This requires a holistic thinking. The media should keep its conduct in keeping with the public interest. Some important aspects of public interest that media must keep in mind: -

- Respect for human rights and avoiding harming individuals and society,
- Freedom of publication,
- Multiplicity in media ownership,
- Diversity in information,
- To spread the quality of information and culture to the public,
- Culture and opinions,
- Support for democratic political system,
- Universal Access,
- Support for public order and state security

In England, Edmund Burke called the media the Fourth Estate, based on the media's deep engagement with social responsibilities. With the formation of the Commission on Freedom of the Press in 1947, the topic of social responsibility of the media became an important

debate point. The Hutchins Commission report spoke of following five basic services of the Social Responsibility Code: -

- A true, comprehensive and intelligent account of the events of the day that give meaning to a single context,
- Forum for comment and criticism,
- The projection of representative picture form of the constituent groups of the society,
- Presentation and clarification of the aims and values of the society
- Full access to the day's sighting.

In a country like ours, the social responsibility of media will have to be tested in the social economic perspective. In addition to the statutory and administrative regulation system, self-regulation will prove to be an effective and important dimension for keeping the social responsibility and ethics of media at a standard level in this era of competition.

### **MEDIA COMMITMENT TO SOCIAL RESPONSIBILITY**

Famous poet Akbar Allahabadi has said - "Do not pull, do not draw the sword, pull out the newspaper when the cannon is in competition", he had expressed the importance of media importance in the then society, which is still to some extent to this day.

The three main pillars of democracy are the legislature, the executive and the judiciary, and the fourth pillar of democracy is universally accepted by the press or media. Media freedom is generally accepted as the most important dimension of modern democratic society. The social responsibility of media increases in the era of citizen journalism and social media. The media must prove its usefulness with a true analysis of the real 'what' and 'how'. Media plays an important role in giving opinions in social, political and economic matters. The immense power of the Internet can be understood from what happened in Egypt recently. Its role is also very sensitive in cases of public crisis, disaster management or terrorist attacks. In these circumstances, the media has a special contribution in effectively presenting the required information from the public and every possible dimension of their help. The great role of media has always been appreciated in giving a desired direction to people's behavior, thoughts and special attitudes. Media also contributes a lot in spreading awareness. Whether it is a campaign to provide polio medicine to children, or to spread awareness about AIDS, the media has fully performed its responsibility. The role of media in many works like motivating people to vote, trying to curb child labor, warning of the dangers of smoking, planting saplings, warning of the dangers of environmental pollution. The media periodically keeps citizens aware and motivated to be vigilant about their rights.

Media serves to inform and raise awareness among the people about government proposals, schemes, programs and policies such as what the government is doing or wants to do towards the public, on the other hand, issues, problems and public relations related to the public. That the media has an important role to effectively communicate concerns to government representatives. Media In situations where policy makers do not act in accordance with the public interest or even take the initiative to work in that direction, the media plays a suggestive and constructive role. Media acts as a change agent of development through its broadcasting and publishing. Media has always played a major role in giving particular direction, format and shape to the folklore. The role of media in society is very important in both informative and educative aspects, which proves to be effective in providing effective and efficient democracy / governance system by increasing public participation. The media work is full of responsibility while developing a balanced consciousness by analyzing and analyzing the problems of a society free from prejudices. The responsibility of the media is to develop mutual understanding and harmony among various sections and to establish a rich culture. Raising the strong voice of the poor, the underprivileged and the downtrodden and for their benefit, forcing the system to think, the media should not be ignored. Thus, the media acts as a bridge between the public and policy makers for policy participation. Does.

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## **DEVIATION FROM SOCIAL RESPONSIBILITY**

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In the present society, media seems to deviate from its initial role. It is not that the media has completely separated social concerns, but the role of the media continuously seems suspicious in many cases. The media should not dare to ignore important responsibilities towards society. The media should carry out its social responsibility in a fair and bold manner in which it must present the facts in a flawless manner and not play a decisive role in them. But today due to petty interests, the fairness of the media is not out of the question. The media is its representative in bringing the voice of society to the government. But are media really the voice of the public today? Who is raising the voice of the exploited today? Apart from cricket, where is the sound of sports in rural environment? Politicians' rhetoric, scandals, cricket matches, personal life of celebrities or sex-related news are being ignored on serious issues of the common mind and problems of rural background. Due to which media's commitment to social responsibility is being marked.

In this era of globalization and marketization, public broadcasters have been covered by private entities in the field of media. This changed ownership of media drafting has created many problems. The content of media has

changed with the dominance of corporate houses over the ownership of media. Now the dimensions of information, education and entertainment are beginning to change. Advertising revenue has deeply affected the media. The rich people succeed in turning public opinion in their direction on the power of money through the medium of mass communication. The taped controversy in the 2-G scam is an example of the deadly nexus of media, politicians and industrialists.

While the media has forgotten the social concerns, it has taken the form of a hidden industry in which news products have become. In the colorful pages of newspapers, nothingness is visible. A fictional world is being created in the new media where films, crime, scandals, delicious cuisine and all such material related to sex are being made in abundance, which is not related to the maximum public. In today's time, many examples of involvement of corruption by media personnel are heard. This alarm of corruption seems to reach the media personnel covering the area of the countryside from the national level. Many media workers are starting to understand their value in blackmail by showing their bullying. In this round of competition, in the news of the hasty serving more and more material in haste, the analysis and understanding of the fair, bold opinion is being ignored. Today, the media are engaged in an endless race to outdo each other in the form of what, when, as is where, in which the circulation of news publication and broadcast without testing the truth is becoming common. Due to this, there is a negative trend towards media in society.

It is the responsibility of the media to give the right direction to the society. In this, the positive aspects of the society should be brought out prominently in the media, but in today's era, most of the negative news gets an important place in the media. The percentage of positive news is becoming less, due to which imbalance is felt in society. In a democratic system like ours, with the abundance of negative news in the country, it seems as if the fundamental rights and the directive elements of state policy are shrinking in the true sense. The importance of media towards social responsibility is only in making the decisions, actions and initiatives being taken in public interest by the government and non-government agencies in a positive manner by the media. But the social responsibility of creating a positive attitude of the general public seems to deviate from the media.

Today's media carries out its commitment to social responsibility as far as its dividend is not adversely affected. The media's fourth pillar of democracy, which should have been the role of the balance of power of governance, does not appear to be necessary. In contrast, the media is leaving no stone unturned to increase its profits by exercising its influence over power. There should be freedom of expression in the media, which is also aimed at establishing the rule of law and the empire

of fair justice in the society, but when it crosses the limits, it starts becoming a curse in place of boon, and it is the media persons. The society starts cheating by providing a favorable environment to push it into the morass of corruption and greed.

Today, as more and more TRPs are not allowed to serve the channels at all, they are not at all hesitant to part with their responsibility towards society due to their vested interests. There is an increasing tendency for women / girls / girls to be abused in the media in film style, it is not right for TRP to play with anyone. They do not want to let any opportunity to increase TRP, let the media think of such a trend. Over the program that has a positive impact on society, they consider it more appropriate to give priority to broadcasting the news of hero heroin scandals, even if there is a possibility of higher TRP. This increases the fears of evils in the society, which increases frustration in the society.

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## CONCLUSION

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The media should come forward to fulfill the objectives of social concern and commitment to social responsibility so that a truly strong democracy can be established. Media has an indelible mark in society. In the atmosphere of chaos, unrest and anarchy, the social responsibility of the media increases even more, it should introduce positive initiatives in establishing peace, goodwill and unity in the society. If the media considers its responsibility towards the society and goes on the path of social concern, then that society is progressive, but if the media unfortunately turns its attention towards the society and turns away from the social concern, then the society and the country will be swamped Nobody can stop being trapped in In the atmosphere of chaos, unrest and anarchy, the social

responsibility of the media increases even more, it should introduce positive initiatives in establishing peace, goodwill and unity in the society. The film's style of media misuse can be seen in the film *Peepli Live*.

Therefore, today there is a need to develop such a system so that only those who are rich in talent and social responsibility in the media and loyal to the country can live in this profession. Spaniel, that is, to keep away from the media, people who are dependent and politically and committed to industrial houses. In the current environment, it would not be inconsistent to say that today the easy way to promote and make a successful career in the media world is by becoming a court house of the media house by keeping your self-respect and knowledge in mind. An improved mechanism is needed to reverse this trend and for media regulation. In the era of "market-driven journalism", the 'self-regulation' mechanism may also play a strong role in striking the right balance between social accountability and freedom and moderation of media.

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