



MEDIA AND POLITICS

Sushil Kumar Dadhwal, Ph. D.

Shanti PG College of Education Kailash Nagar Distt.Una (HP)

Abstract

Media is free to express the opinion of every person or group. Advancement of science and technology, media has become very powerful. Media is the communication channels through which messages, education, data, entertainment and news are disseminated. Media plays an active role in democracy, informing the public about issues and acting watchdog against abuses of power. Politics is composition of actions and activities doing by persons for own their gains. It has and has been observed that there is close relationship between media and politics. Without media, politics cannot be success. Media disseminates the information and politics supplies the material. In the modern era media is very strong and politics is totally depend on the media. Without media, politics is handicapped. In this, paper the presenter has focused on the role of media in the politics and role of politics in the media.



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Introduction

It is the age of science and technology. Due to this age, you can see and watch, every thing sitting in single room. Every person can get information about politics, geographical, social, economic, cultural and religious issues of any country of the world through media. Media has brought the whole world very close. In the democratic country, media is very powerful tool in the hands of the public. Media is free to express the opinion of every person or group. Advancement of science and technology, media has become very powerful. Media is the communication channels through which messages, education, data, entertainment and news are disseminated. It includes broader casting and narrowcasting i.e. television, radio, magazine, newspapers, mail, satellite dishes ,and internet etc.

Politics is the composition of actions and activities doing by politicians for their own gain or benefit. Politics is the political actions, policies or practices. Politics is the competition between groups or individuals for power and leadership. Politics is the opinion that someone has about to what should be done by government. in the simple words we can say that politics means activities that relate to influencing the actions and policies of government or getting and keeping pSocial media was made possible by web and mobile based technologies, which were used to turn communication into interactive dialogue among organizations, communities and individuals. It has also been described as an interactive

mechanism on the internet. The high interactive stance of the social media has made it a vital part of social life all over the world. Kaplan and Haenlein (2010), defined social media as a group of internet based application that allows the creation and exchange of user generated content. In his own contribution views social media as social instruments of communication which are different from the conventional instruments like newspapers or magazines. They are online content, created by people using highly accessible and a scalable publishing technologies to disseminate information across geographical boundaries, providing interaction among people. It supports demonstration of knowledge and information, thereby making the people both information producers and consumers. This feature of making the people information producers and consumers is one of the distinguishing features of social media from traditional mass media that only make the people consumers only (Adelabu, 2011). One criticism often leveled against the media is that they are contributing to the decay of morality. Indeed, a recent national poll reported that 70 percent of Americans are very or somewhat worried that popular culture, as portrayed in television and movies, is lowering moral standards in the United States. The concern is fueled by the tremendous amount of time youth are spending with the media and by their easy access to explicit content. Children can readily find stories about violence, theft, and greed in a variety of media outlets including fictional programming, reality shows, rap music, and the Internet. Almost no research, however, focuses on how the media shape children's moral development. Researchers have written widely on how the media affect children's behaviors, both prosocial and antisocial. But they have paid little attention to the moral lessons children learn from the media that may be underlying these behaviors.

Role of media in the politics is as under:-

- Secularism : Media supplies the information of secularism, secular states and benefits of secularism to public. In the secular States, every person has a right to adopt and left any religion. Media aware to the public that they should not come under the influence of politicians, on the name of the religion. Media shows the clear pictures about the role of leaders that how they influence to the public on the name of religion to get votes.
- Rights and Duties : Due to the advancement of media women has and has been awaking about their rights and duties. They see and watch the different programs through media and their reservation seats in the government running bodies at local, state and national level. Due to media, their participation in the politics is increasing day by day.

- **Manifestos :** Media highlights the manifestos of the different parties during the elections in the public, so that public can understand easily to the leaders and their parties and cast their votes with understanding to right person.
- **Rural area :** Media shows the politics running in the rural areas with DNA tests. Media awakening to the rural public about the politics and political leaders. Various programs are shown through media to rural public, so that they can understand easily to the politics, political leaders, their thoughts and deeds.
- **Meaning :** Media plays an active role in clear the meaning of politics in practical form. It shows that what is politics and why a person does the politics. Media shows the different types of movies to the public so that public can understand the real meaning of politics, its types and implications.
- **Caste, minority :** Our politician is playing political games on the names of caste and minority. They are doing so, for their benefits. Media aware to the caste and minority people about their rights and benefits given by governments. Our Leaders for getting votes are motivating to the public. media is awakening to such category people about the government policies and reservation fields.
- **Types of politics:** Media supplies the information of the different types of the politics with examples to the public, so that people could understand the different types of politics and which types of politics is suitable in the development of the society.
- **Political parties:** Media supplies the information about different parties, their main issues, working styles, levels and role to control and run the government.
- **Social movements :** Media is showing social movements of the past and present era to the public directly and directly and role of our past and present politicians. Methods, objectives and working style of our leaders to start social movements and results are shown through media.
- **Constitution :** Politics depends upon the constitution of the country. In the democratic country media is powerful tool in the hands of public. In the democratic country media plays an active role in the politics. Media is free to supply the information to public about the role of politics in the constitution.
- **Corruption :** Media are doing DNA tests on the corruption and showing to the public directly. Media raising the voice against corruption and corrupted persons. Due to the activeness of the media, corruption is in the decreasing sense. Media has and has been focused on corruption and corrupted persons and against those persons are those are

playing politics on the name of corruption. Political ideas on the corruption and government actions against corruption are shown to the public.

- Political system : Media shows the political system of different countries .Media highlights the advantages and disadvantages of every political system by supplying information to the public of the world.
- Culture : It has and has been observed that people are playing politics on the name of the culture. Media aware the public about the different cultures of the world. Every culture has its norms, mores standard, rituals, traditions and every person like his culture. Our leaders are motivating to the public on the name of culture. Due to the different cultures, political thoughts are also different. Media is continuously throwing light on the different culture and, different politics.

The direction in which TVCs are moving today, has generated enormous social tension to which we have not been able to find appropriate solutions. The situation as on date is that via these commercials, power has been transferred to business houses that have consistently ignored the social implications of their actions. The problem is fundamental, as on the basis of the review of literature, it has been established that the content of TVCs is damaging for not only society, but morality too. Complaints and concerns about TVCs have been extensive since their advent. Although some substantial research has been done on the negative consequences of TVCs across the world, the behavioral consequences and distortion of values caused by exposure to them is yet an unexplored area. The researchers have not come across much research on this issue in India.

In addition, the research has examined only children's moral views about aggression. It has paid little attention to media's effect on other moral issues such as altruism and even other types of antisocial behavior such as cheating, lying, and stealing. In addition, the research has focused solely on television. Websites, video games, movies, and even children's books sometimes grapple with moral dilemmas, and researchers need to explore their impact as well. Social media is a powerful in the hands of public to motivate the members of society to do and think positive for society. If positive activities are shown to the public by social, media and neglects anti-social behavior then may be positive impact on the mind of members of the society. In addition, our great educationists, social, political and religious leaders should come front and should participate in social media in developing values directly and indirectly.

Conclusion

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After the deep discussion and study of books, the writer came to this conclusion that valueless country cannot grow. Active role of social media may develop values. Various researches show that there is impact of positive or negative scenes or pictures on the mind of children. Positive scenes propagate the positivity and negative scenes propagate negativity. It means that eyes put the impact on mind and hurt. Small children are found involve in anti-social activities, result of scenes, which they have seen. To summarize, some research suggests that extensive viewing of television violence can alter children's views about the acceptability of violence and perhaps even hinder the development of their moral reasoning. Fantasy violence that is portrayed as justified or heroic is most strongly implicated here, again suggesting that the type of content children watch is important. Such conclusions must be tentative, however, because of the paucity of studies in this area. With the exception of one experiment and one longitudinal study, nearly all the evidence is of the snapshot-in-time variety and does not permit drawing causal conclusions.

The media have a unique power in any political system. Media influences are on the audiences, opinions, behaviours and attitudes. Media power relies on the relationship between media and policy makers. Political system is usually reflected in its media practices and contents. It means that media and politics relationship is as receiver and supplier of information. Media plays a fundamental role not only in the quality of relations among their members but also action in the leadership.

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