

# ROLE OF MEDIA IN SOCIAL AWARENESS

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**Abstract** - The main objective of the study is to understand the responsibilities of various media forms in creating social awareness. To know whether media always uses relevant sources for their news or not. The aim of research is to see the impact of media on people's opinions and point of views. Media is often considered as a mirror of the society. The main objective of the media should be to inform, educate and entertain the people. It covers all the aspects of interest like weather, politics, war, finance, music, etc. These days, media has simply become the voice of some political parties. We find that the TV channels and newspapers are competing with each other to gain profit. In order to do so, the channels and news distributors are cashing on the news in an unethical way. Moreover, sometime, the media also hurt the sentiments of the people. Original idea behind this was to entertain masses. Radio, T.V, Cinemas and Magazines spend most of their resources on entertaining items and programs. Because of increasing population and develop lifestyle, demand for entertainment is increasing.

**Key words:** Social awareness, society, media.

## 1. INTRODUCTION

The Media, the most powerful instrument of communication can help promote the right things in right way. The communication forms can be radio, television, cinema, magazines, newspapers, and/or Internet-based websites. Media has a great responsibility of delivering the truth and relevant information to the common people.

Social awareness is defined as being aware of the problems and changes happening in and around the world.

Today everyone is connected with media in some or the other way. So, spreading awareness about any issue becomes easy as the message get spread among a wide range of people.

Media focuses on commercialization. Now a days, hot news which can help in increasing the TRP rates of the channel become the priority for them.

We must consider the fact that there are some honest communication forms also. These forms often put their lives at risk to informs us about an event or activity which may be in the form of a terrorist attack, natural disaster and/or other crime related news. Media is the base of politics. It informs people about their political rights.

Besides connecting with our friends, media also tells us about the world happenings. Print and digital media takes the risk of their lives to inform us about important news. The information that people get from the media has a great power associated with it. The way we think and understand various issues about the world is also shaped by the media.

## 2. TYPES OF MEDIA



### 2.1 Print Media:

Any the newspapers, magazines, journals, newsletters, and other printed material are the oldest forms of media. These publications are collectively known as the printed media. Although print media readership has declined in the past few decades, many people still read a newspaper every day or a magazine on a regular basis.

Newspapers are the major source of information for a large number of readers. It may be National or local, daily or special audience newspaper.

A magazine is a generalized advertising media that come up with educational, informational, entertainment and other specialized needs of customers, businesses and industries. Types of magazines can be General Interest Magazines, Glamour Magazine, Film magazine, Special Interest Magazine and women lifestyle Magazine.

### 2.2 Broadcast Media:

It's Broadcasting means distribution of audio and video content to a wide range of audience via radio, television, or other digital transmission media.

TV is a primary source of information and entertainment for people exposed to mass media. It is believed to be the most authoritative, influential, powerful medium for reaching very large audience. It combines visual images, sound, motion and colour to achieve viewer's insight. It allows development of creative and imaginative advertisements in a unique way.

Radio is a premier mass medium for consumers and advertisers. It has a wide spread capacity. Audio broadcasting can be also done via cable FM, local wire networks, satellite and the internet. Earlier, people use to rely on radio broadcasts for their news. Even today, many people still prefer listening to news and music on radio.

### 2.3 Cinema:

A cinema where films are shown for public entertainment. Cinema or motion picture is an art of moving images. It is a visual medium that tells stories and exposes reality. The Cinema not only aware the people about what is happening but also explain the effect of that on people.

### 2.4 Internet:

The Internet is a medium that helps in exchanging information through a series of interconnected computers.



It is rapidly transforming the news media because more people are relying on online sources of news instead of traditional print or broadcast media. Websites can provide text, audio, and video information, all the way traditional media are transmitted. Mainly, Internet has truly become the need of every individual both for our work and to connect to our friends and well-wishers.

## 3. SOCIAL AWARENESS

The media has an important role in modelling a good society to develop our lifestyle and bring it on correct path. It is the most useful tool to spread awareness in the modern society may it be political, social or economic

and providing us the latest updates about what is happening in our world. It makes us aware about our rights, exposes corrupt politicians and criminals by risky sting operations.



The areas where role of media is important are: -

### 3.1 News & Current Affairs

The media cover all aspects like weather, politics, war, health, finance, science, fashion, music, etc. One of the major duties of media today is to inform everyone about the latest happenings around the world. And when the terrorist attacks take place, it is media who has the very important role of passing the message to rest of the world.

### 3.2 Political Awareness

The media updates about all the major political situations, decisions and scenarios. Hence everyone can better understand their rights and make better decisions. Media seems to be the base of the political system. If it plays its role sincerely and honestly, it will be a great effort in building up the nation. It plays a important role in bringing common man close to their leaders.

### 3.3 Education

It the spreading of education and professional knowledge is dependent on a number of factors and components in the society, out of which media is one of the critical but effective way for increasing the outreach for educational system. The power of media is so huge and broad that it can be used to educate people with low cost. But still because of lack of interest by government and money-making approach of media, very less efforts are made in spreading the education.

### 3.4 Public Announcement

Arrival or departure of flights and trains, etc are some of public announcements. In some cases, it is legally required to publish notices in newspaper like tenders, change of property ownership, etc. Various authorities and agencies make use of the power of media to spread informative messages to public.

### 3.5 Advertisement

Almost all business companies use the power of media to sell their products. They advertise in media to increase their business profit. Large amount of money is invested in media for marketing of a product. The more attractive the advertisement, the more people will get attracted to it.

### 3.6 Entertainment

The original idea behind the creation of different media way was to entertain people. Radio, TV, Magazines and Cinemas spend most of their resources focusing on entertaining contents and programs. As the new technologies are emerging, entertaining contents are getting various new ideas through various applications.



Due to increasing population and developing lifestyle, the demand for more entertainment is having a boost.

## 4. CONCLUSIONS

If we look around then we would find that there is no aspect of our life which is not affected by media. Be it our work, relationship, education or entertainment, media is seen everywhere. And we cannot deny that we cannot live without media.

Thus, it is also our responsibility to avoid and even prevent other from sharing fake news on social media. We must be aware of the social conditions in the society and must avoid getting offended or offending others believes and opinions.

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