

ROLE OF MEDIA IN INDIAN SOCIETY: A JOURNEY BRITISH INDIA TO POST COLONIAL PHASE

***DR. APURBA CHAKRABORTY**

**Inspector of colleges University of Gour Banga NH-34, Mokdumpur, Malda, West Bengal – 732103*

Email: drapurbaic@gmail.com

Contact No.: 94334 39456

ABSTRACT

News paper in India has fixed their traditional values from colonial periphery. Media is one of the important pillars in our country. They took part day to day human life seriously. News paper and National movement in India have got a close relationship with each other. In British India media coverage was not a wide range publication network. Most of the cases media had not reached in due time to the spot. At the time of British India the news paper played a role like nationalist, but it's radically changed in the post Colonial era. Printing documentaries and individual Indian involvement was a long term fight. Press and publications had taken as part on anti British movements. New paper speed out revolutionaries thinking through the India. After independence nation build up was a more challenging tasks. This is a arguable issue whether newspaper always endow with trustworthy information for the end-users or not. Strong professional ethics and values obviously established a strong pillar of an institution. Newspapers time and again publish the editor's analysis of the narrative lacking objectivity.

KEY WORDS: *News paper, Professionals Ethics, Yellow Journalism, Stunt Journalism, Print Media*

INTRODUCTION

News paper in India has fixed their traditional values from colonial periphery. Media is one of the important pillars in our country. They took part day to day human life seriously.

News paper and National movement in India have got a close relationship with each other. In British India print media had performed an important role to build up strong public's opinion against British ruler's anti Indian policies. It was an established fact that the news papers were attacked by introducing several unethical laws and punishments. Free liberty and role of media is a topic in modern world. According to latest developments of

question of ethics in media and journalism is a burning issue. Now print media, electronic media and most of the cases social networks have been taking a vital role in news of day to day life. Media coverage has reached to door to door in city to rural India. In British India media coverage was not a wide range publication network. Most of the cases media had not reached in due time to the spot. At the time of British India the news paper played a role like nationalist, but it's radically changed in the post Colonial era.

Media has an essential responsibility in a democratic country like India. In such country the Public opinion has a most important feature. Media is the fourth pillar of the society along with the Legislative, Executive and the Judiciary system.

CAUSES AND CRISIS OF MEDIA ACTIVITY

Ethics:

If we minutely discussed on the politics in India during post colonial phrases, a radical changes of thinking had been focused. Most of the Historian, political scientist, economist and sociologist tried to analyze the acute problems of priority base thinking and adopting policies. After independence nation build up was a more challenging tasks. Almost ruined economy, culture and questions of unity and diversity were important problem. Politicians and ethnic have got a close relationship with each other. All micro level political thought which was spear out throughout the rural Indian community had been bearing a message of changing patterns of political heredity.

CORRUPTION AND CHEEKS OF MEDIA WORLD

Corruption free society is not possible but low percentage of corruption build up a highly healthy society. Corruption within every corner may not fit as an acceptable practice. Strong professional ethics and values obviously established a strong pillar of an institution.

BUSINESS AND INFLUENCERS

Whether a newspaper makes available dependable information to the readers is a debatable topic. Paradoxically, the print media is the particular sector which saved its grasp from deracination of heightening technology and the advent of the internet. Simultaneously, among others, newspapers have their own pros and cons regarding self-expansion to address collective societal issues.

POSITIVE EFFECTS OF NEWSPAPER

Make knowledgeable

Newspapers provide large information of economic, political, social, business and sports. A critical reading of newspaper enhances imminent into different societies and gives vital world knowledge. Along with scholar thinking, it provides the cognitive ability to analyze and moderator different situations. The vast amount of knowledge in every field encourages making the society better. Numerous groups of people and religious conflicts mentioned in the newspapers push a individual toward lead the society for betterment and make him aware of the wrongdoings and wellbeing activities.

EASE CAREER DECISION-MAKING

Newspaper bestowed information of every possible subject and field. It isn't unusual for a student to stay in predicament regarding career choices. One can say, career is the trickiest decision, one has to make without time stoppage. By reading dissimilar sections on a regular basis, one can inspect the field of concern and join the race of professionalism. Also, many newspapers carry jobs and occupation section, which can help job seekers and graduates.

NEGATIVE EFFECTS OF NEWSPAPER

Being an amalgamation of words written from one person's perspective, a newspaper might lose its object.

NEGATIVE IMPRESSION

Today, newspapers have become a widespread source of defaming a person, business or a product. The reason could be reward from the conflicting party or the negligence of field researchers themselves. And the reality is that readers consider what they read and this generates concerns among the victims. A long-term damage is produced to an individual's life.

POLITICAL CONTROL

On ample incidents, different parties blame the opposition for controlling a voter's decision through newspapers. Presently, several newspaper companies are associates of politicians and organizations. Due to the weak policing and legal system, these companies succeed in taking a refuge if caught.

WRONG ADVERTISEMENTS

Spreading pessimistic feeling, newspapers can be considered as agents of evil. Many newspapers adore organizations, people, and products without mentioning any negative penalty and promote them to a gullible mass against huge compensation with a sole objective of profit-making. In this way, newspapers inform on readers and fail in reaching their key objective of reporting the truth.

NEWSPAPERS AS A FORM OF MASS MEDIA

During the 19th Century, newspapers were still fairly expensive to print. Although daily papers had become more common and gave merchants advanced, essential trading information, most were priced at a higher cost well above what general people could afford. For that reason, newspaper readership was limited to the elite society.

YELLOW JOURNALISM

Yellow Journalism is the procedure of larger than exaltation of the news such an extent that the news loses its spirit. This is principally done to hook the audience to a specific media-house and to fill the pockets of some unprofessional journalists.

Yellow Journalism provides no good but it does satisfy the greed of the gossip mongers and immature news readers.

But today, within the world of manipulated media, it may be aforementioned with the firm conviction that journalism is during a means the forerunner of the faux views and politically aligned newspaper columns. Several political parties and company homes with deep pockets created media homes of their own or non-heritable the prevailing ones to sanitize their actions. As corruption thrives, even the journalists are paid to air specific faux news in praise of political parties or politicians, clearly to satisfy the dishonest political persons by hiding their black dealings.

Newspapers habitually publish the editor's explanation of the narrative ignoring the objectivity.

COMICS AND STUNT JOURNALISM

As the publishers vied for audience, associate abusive new part was introduced to newspapers: the caricature. Readers rush to shop for papers that include the thriving yellow-nightshirt-wearing character.

In spite of the some dubious strategy of publishers, every non-natural important offering to the growing journalism business was evolved. Publisher turned their life to line up a college of journalism. Publishers conjointly influenced Indian culture of journalism and therefore the business of media.

CONCLUSION

Establishment News Paper Company in British India was not an easy task. Printing documentaries and individual Indian involvement was a long term fight. Press and publications had taken part on anti British movements. Newspaper speed out revolutionaries thinking through the India. For this reason there were some restrictions upon Indian media, press and publications. The situation slowly improved only after end of the colonial era. In modern days the media, press and publications are free government interventions. Media has an essential responsibility in a democratic country like India. In such country the Public opinion has a most important feature. Media is the fourth pillar of the society along with the Legislative, Executive and the Judiciary system.

BIBLIOGRAPHY

1. Arno, Andrew. 2009. Alarming Reports: Communicating Conflict in the Daily News. Oxford: Berghahn Books.
2. Ashok Kumar, N.S. 2006. Vidyūnmāna mādhyaṃa: Kelavu bēku bēdagaḷu [Electronic media: Merits and demerits]. In Subbarao, V.N. (ed.) Samvahana [Communication], pp. 61–64. Bangalore: Karnataka Madhyama Academy.
3. Assadi, Muzaffar. 1999. Communal violence in coastal belt. Economic and Political Weekly 34(8): 446–448.
4. Bandhu, Pranjali. 2001. Dancing to Global Capital: Media in India. Mumbai: Vikas Adhyan Kendra.
5. Gupta, Akhil. 1998. Postcolonial Developments: Agriculture in the Making of Modern India. Durham, NC: Duke University Press.
6. Gupta, Akhil and Ferguson, James. 1997. Discipline and practice: ‘The field’ as site, method and location in anthropology. In Gupta, Akhil and Ferguson, James (eds.) Anthropological Locations, pp. 1–46. Berkeley: University of California Press.
7. <https://www.positivenegativeeffects.com/newspaper>
8. <https://open.lib.umn.edu/mediaandculture/chapter/4-2-history-of-newspapers/>
9. Desai, Ashok V. (2006), "Information and other Technology Development", Encyclopedia of India (vol. 2) edited by Stanley Wolpert, pp. 269–273, Thomson Gale, ISBN 0-684-31351-0.