

Media and Development

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In the present scenario of development, no doubt, media works as the important factor. It refers to more indirect efforts at using existing media to convey messages about specific development issues. While disseminating information has been considered the primary function of media, now it is functioning as a check post in the fields of education, healthcare, business, disaster mitigation, corruption, minority empowerment and community development.

The media is now considered a combination of music, films, TV, radio, publishing, advertisements, and electronic games with all other associated technological devices. It is not only a question of time bound development in the social developmental sector, rather it is our intention to bring the media to front line to give a perfect shape to the development process. And what we get now is the expanded and proliferated form of media. This is because the media have been closely twisted together with technological changes—the consequences of which have affected content, platforms, and devices on a centuries-long virtuous circle. These developments have provided wider scope for various opportunities and new social, political, economical and ethical ideas.

The 19th century met many advances with the inventions of the telegraph, telephone, phonograph, jukebox, cinematography, wireless

telegraph, and loudspeaker, each of which separately added new media. Many of these inventions converged in the 20th century to transform the media. The transformation has created major social activities that show the direct contributions of the media to development.

Every new development in the field of media has extended the reach ability by changing the format of the media. The 20th century witnessed the development of mass media and the foundations of a global media. Both in the field of content production and distribution, the mass media are essentially a one-way phenomenon. The transformation of the media in the 21st century is moving quickly as a consequence of the digitalization of content and its global distribution over digital platforms to digital devices. It supplements as well as by-passes traditional methods by introducing two-way system of distribution and production with new devices. New media do not displace old. Rather, they sit side by side. Hardcopy newspapers and books are still published, but can also be accessed through the Internet. The news can be received on radios, watched on TVs, and accessed through computers and mobile handsets. In the developing world, especially in rural areas, radio (also community radio(s)) and TV play the primary roles, particularly where literacy is low. Traditional radio and TV is still there to be the most effective

ways of delivering high-quality information on issues such as healthcare and education, and of debating issues of general interest and promoting a culture of peace. In the development process, the creation and dissemination of knowledge are key factors where the media has been acting as the important means of storing and sharing knowledge.

For the sake of development media has not confined its limitations. With its well-known functions of educating, informing, and entertaining; the social and economic contributions of the media to development has polished its nature of the content delivered. Where 'Edutainment' is a common component of development projects, its functions of educating and informing is acting as a hook.

Increased access to knowledge through media has given rise to higher levels of literacy that strengthens human capital for higher productivity. The media are also successful in contributing to social and cultural life for the upbringing of democratic structures. These contributions to development are naturally embodied in the media system.

Some of the important functions of media in the development are –

1. Safeguarding & strengthening the country's cultural, political, social and economic fabric : The relevance of media broadly depends on the content delivered. The development impact of media content like education, information, entertainment and edutainment is related to the relevance of the content delivered. It is the content that can be read accessible and meaningful to broad segments of society and that the information delivered be adapted and disseminated in formats and languages that diverse social groups can understand and act on.

2. Plurality and transparency : As the society is confronting newer changes every time and people are in touch with foreign media agents, an automated change has taken place. Media environment has reached its height in creating such environment which ensures good governance, transparency, and the functioning of economic, social and political situations which can be considered as the media's political economy role. Plurality and transparency has the overarching impact on the development process and individual development initiatives. A plural media environment creates wider scope to access to information and diffusion of knowledge within a country. Plural media support informed decision making, increased accountability, responsiveness and contribute to anti-corruption efforts.

3. Behavioral : The functioning limitation of media is no more handled by few. It acts with more proficiency when individuals, groups and organizations work together for themselves in an inspiring way to enable all for a behavioral change. Media's ability to influence behavior can be evident from the budget spent on advertising. In a simple way it can be said that media's participation has brought a great change from the grass root level to the upper level of bureaucracy and judicial system.

4. Infrastructure and platform : Transformational development is the demand of this age where opinions are not motivated by pressurized groups or by any means of influence, rather media itself takes a form to capture the truth and go with that, whatever the situation may be.

5. Economic : Talking of media and economy in one hand was considered to be useless but the modern industrialisation policy, budgeting, minutely changes in world financial situations strengthen the media. Everything in accordance to your need is there on the mediabook like any other social sites.

6. Trade : Trade in media, mainly audio-visual products is substantial but asymmetric; certain trade barriers restrain investments and limit opportunities for developing country exports, and so the media's potential contribution to development.

In our increasingly digital geopolitical environment, social and mobile media have been an all-pervasive subject, spreading fast from the daily use of millions of people all over the world through to newsrooms, media reports and academic study.

Media at present serves twofold purpose as an agent of extension and elaborator of hurdles

which stands on the way of development. The material and moral development of a nation depends a lot on information of scientific, social and political knowhows and eradication of superstitions, negative traditional practices, succumbing to corrupt practices both social, bureaucratic and political. Media is now not only an entertainer nor a teacher but it acts as guide, friend and philosopher of citizens, who are brick units of our nation.

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“Media has been spotting every person. Be it the celebrity or the common man.” “Newspapers always excite curiosity. No one ever lays down one without a feeling of disappointment”-said Charles Lamb.

It is this art of generating curiosity that compels its readers to read on. Hence, the most ordinary of news can be so presented to catch the immediate attention of the readers or listeners. It is the most important and effective media of mass communication. Not only news, but ever since its birth it has played a pivotal role in forming and moulding public opinion. During our struggle for independence, newspapers played a stellar role in acting as mouthpiece of national leaders to form a favourable public opinion. Even after Independence, it has on many occasions acted as a crusader to raise issues that are continuous, but nevertheless requires public debate. It has also helped to keep the democratic traditions alive, by offering a forceful voice of dissent, which is the lifeline for any true democracy to flourish. A free press works like a watchdog in democracy.

Media has been growing vigorously without looking back. Media has been honoured as the most powerful and prestigious post. Just not the newspaper that appeals the man today, Television, radio has also been found influencing people. On the other hand, media doesn't seem to spread at every part of the city or place. These are places where media or mode of communication doesn't reach. There are a lot of places where media has to reach or the mode of communication has to improve. English, being the most suitable language is not understood by a lot of commoners, neither, Hindi being the national language is understood. A lot of common people are still unaware of things going around the globe. Media is a very challenging area, where truth stands at its place and the mask of lie is revealed.

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