

**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 and Development

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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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