

Especially the cultural citizenship involves new democratic structures of dissemination and control of information and culture (Mass media and art etc) which allow every member of the community to take part in the process and at the same time develop his/her intellectual and cultural potential. The elite which control them filter out the views of reality which they see to be fit to be made public. The press people most of the times feel hard pressed to express freely the real views. Individuals use the press for their benefit and for

favour of their groups and it sometimes mobilizes the people in a wrong way. Freedom of press is highly essential for its better performance. Commercialization, politicisation, individualization of press leads to yellow journalism. Hence press should be a regulator and reflector of public opinion in an unprejudiced and honest manner.

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## Ethics and Media

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Media is undoubtedly very fast, vast and powerful mode of communication. Nor does it only appeal a vast audience it has got a tremendous impact on the political run of a country and culture of a society. Films, TV shows, Journalism (newspapers and news channels) all come under short yet large "Media". By "Ethics and Media" we generally discuss the ethics in journalism which influences the mindset of people and moulds the society. Starting from weather forecast to "what will be your future ?" It tells you anything and everything. With such an impact any misconduct or irresponsible act can not only affect but shake the very base on which we have laid our so much comfortable lives. Sadly this is what happening. So much power has come into their hands that they have started taking advantage of the faith and liability of people. It has given away its base to the cheap "money making" business. False stories are made huge sensation, money stops the news of many to create high class business people

and politicians indulged in illegal practices. Cheap news are made highlight. Flooding of Amitabh Bachchan's house is a news but so many villages smashed by the flood is not covered as news. SRK's protein diet to get 6 packs is a news but the plight of millions in starvation is not a news. They clearly show what will make people stick to their channels or get a copy of their newspaper everyday. Ethics in media is lacking so much so that people have now started to question its credibility. Without claiming of being original, said "with great power comes great responsibility." With more than 7000 newspapers and 80 news channels running in the country can't a common man turn to any one of 7080 to get original 'un-made' news, to know exactly how is his life going to be altered the next day ?

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