

## ROLE AND IMPACT OF MASS COMMUNICATION

**Meaning:** As we know that we have the largest democracy in the world. India is considered a role model for a large number of developing countries. We have state and central governments elected by the people. We have a government-run by our own elected representatives, known as Members of Legislative Assembly (MLAs) in the state, and Members of Parliament (MPs) at the center. Modern democratic governments have three institutions such as; A Legislature, an Executive and a Judiciary for run the state. The main role of mass media is to act as a bridge between the people and the government. So, in that sense, media can be considered as the fourth institution in a democracy

### 3.1 Mass Media And Democracy

The mass media like newspapers, radio, and television fill the gap between the government and the people, and government use the mass media with the help of media monitoring departments which is known as ministry of Information and Broadcast.

- These two agencies give out information about the policies and programmes of the governments.
- Every state government disseminates information about its policies and programmes through its media agencies.

### 3.2 Functions and Responsibilities of the Media

- Mass Media can help in bring a Change.
- Mass Media have made the world smaller and closer.
- Mass Media promotes distribution of information.

### 3.3 Media Ethic

- Accuracy
- Confidentiality
- Protection of sources
- Right to privacy
- No incitement to violence
- No vulgarity or obscenity
- No Communal writing

### 3.4 Impact of Media

Media have tremendous impact on people. Just as a coin has two sides, the impact of media also can be positive or negative.

<b>POSITIVE EFFECTS</b>	<b>NEGATIVE EFFECTS</b>
-Media provide news and information required by the people.	-Traditional culture of a country is adversely affected by mass media.
-Media can educate the public.	-The primary objectives of media is to inform and educate the people.
-Media helps a democracy function effectively.	-Media promote violence. Studies have proved that violence shown on television and cinema has negative effects on children.
-Media can entertain people.	
-Media can act as a agent of change in development.	-Mass media promote the desire in people to buy and own products that are advertised through the media.

- Media promote trade and industry through advertisements.
- Media can help the political and democratic processes of a country.
- Media can bring in positive social changes.
- Media considered as fourth pillar of the country.

### Evaluate Yourself

1. List five ethical codes to be practiced by media persons.
2. What is the role of media in society? Find out the entire role and show them with the help of the Diagram.
3. Write down the three positive and negative effects of media.

### Maximize Your Marks

1. Attempt all the exercises given in the lesson.
2. What are the media ethics? List out the ethical codes to be practiced by media persons.

### Extend Your Horizon

- Media has brought people of the world closer to each other.