

# A Study On Role of Mass Media in Society

Kiran Walia

Assistant Professor, Bhutta College of Education, Ludhiana, India

**Abstract:** *In the present paper entitled "A study on role of mass media in society", an attempt is made to explore and delineate the role and impact of media on society and in the construction of public belief and attitudes of people of district Ludhiana. It also discusses how government and media have complimentary roles in the task of nation building. A sample of 100 college teachers and college students has been taken from the professional colleges of district Ludhiana. The data is collected with the help of self-structured questionnaire. Results show the role of mass media and its impact on society.*

**Keywords:** Role, Mass Media, Society, Impact, Public belief, Attitude.

## 1. Introduction

In today's world, mass media is as important as food and other things to lead a life. Modern media is quite helpful in strengthening a society. It is considered as "reflection" of the modern society. The purpose of the media is to keep people updated about happenings and current affairs in the society. It is in charge of information, education, entertainment, advertisement etc. There was a time when man was not aware of the happenings of the world; his outer knowledge was just up to his village or town. But as time passes, with the advancement in technology, new things invented and many new gadgets like Camera, Satellite, Microphone, Machinery etc. were invented. These gadgets made life easy for every individual living in the society. Man was being updated day by day and minute by minute from each and every news. Now in this time, media is so vast that one just need to turn on his television and he gets all the knowledge that he wants or even just by searching on search engines on the internet he gets each and every information regarding, news, geography, politics, history, music, entertainment and many more and for this the common example everyone has is google.com. People now can find each and everything by just writing the name on this search engine and they can see the information about that particular subject in the very next second. Thus it can be said that if there would be no media, then there would be belief but without any knowledge and information. Media is an important tool which helps the people to make opinion and judgments about the issues of society. People stay informed due to very cautious media which keeps a check on society. But media also acts as a double edged sword as young generation easily gets attracted towards the bad things shown by media to get easy fame. Due to lack of proper knowledge they may make an opinion that whatever information given via media is true, which is not always right.

## 2. Need of the Study

No doubt that the media affects people's perspective. But too much intervention of media in everything is a matter of concern. Media can be considered as "watch dog" in democratic countries like India. Through the ages, the emphasis of media on news has disguised. Media these days, tries to eye the news, which could help them to sell the information that is gathered worldwide, so that they could pave a way of success and fame of their respective channels.

Radios, newspapers, internet and television are the mass medias that serve to reduce the communication gap between the audience, viewers and the media world. For the sake of publicity and selling, important people, their lifestyles are usually beleaguered. Irrelevant and unimportant news, that normally have no importance are given importance and due to a reason or the other, they get onto the minds of the viewers and in this way many a times, important social, political and economic news get neglected and gradually, lose their importance. In this way the role of media has become one way of trading and marketing of products and prejudices. The media claimed to be governed by righteousness and equity, but greed and self-aggrandizement has poisoned its virtues. Thus the present problem has been selected by the investigator to study the role played by media and its impact on society in present scenario.

### Objectives of the Study

- To find out the most popular form of mass media.
- To study the role and impact of mass media on society.

### Methodology

Survey method was adopted to conduct the study. College students and teachers were identified within the administrative boundary of Ludhiana district and they were interviewed as well as detailed information was sought with the help of a structured questionnaire.

### Sample

The sample of the study comprised of college going students (N=50) and college teachers (N=50) of district Ludhiana making a total of 100.

### Tool

The tool used in the present study was a self-constructed questionnaire. Besides, a semi-structured interview schedule was also used to obtain data. The investigator herself collected the data from the selected sample.

### Analysis and Interpretation of the Data

The study based on the data obtained from teachers and college students present the following demographic detail of the sample involved in the study.

**Table 1:** Showing demographic information of survey respondents

| Survey respondents' demographic information |          |          |               |               |
|---|----------|----------|---------------|---------------|
| Total Sample                                | Teachers | Students | Age Range 20s | Age Range 30s |
| 100   | 50%      | 50%      | 63%           | 37%           |

**Table 2:** Showing the popular form of media

| Popular Form of Media |     |       |          |           |
|-----------------------|-----|-------|----------|-----------|
| Total sample          | T.V | Radio | Internet | Newspaper |
| Teachers (N=50)       | 30% | 10%   | 40%      | 20%       |
| Students (N=50)       | 35% | 5%    | 50%      | 10%       |

Table shows that 30% of teachers and 35% of students like to watch t.v. ,10% of teachers and 5% of students like radio, 40% of teachers and 50% of students like to surf on internet and only 20% of teachers and 10% of students like to read newspapers. Thus results show that internet is the most popular form of media amongst teachers and college going students.

**Table 3:** Showing the type of programmes they like to watch on T.V.

| Type of Programme | Teachers(N=50) | Students(N=50) |
|-------------------|----------------|----------------|
| Educational       | 15%            | 5%             |
| News              | 20%            | 5%             |
| Sports            | 10%            | 20%            |
| Entertainment     | 55%            | 70%            |

Table shows that 15% of teachers and 5% students like to watch educational programmes on TV.,20% of teachers and 5% of students like watch news, 10% of teachers and 20% of students like to watch sports programmes and 55% of teachers and 70% of students like to watch entertainment programmes. Thus results show that entertainment programmes are more popular amongst teachers and college going students.

**Table 4:** Showing the interest in Newspaper reading

| Type of response | Teachers | Students |
|------------------|----------|----------|
| YES              | 98%      | 65%      |
| NO               | 2%       | 35%      |

98 % of the teachers and 65% of the students agreed with the statement whereas 2% of teachers and 35% of students disagreed with it.Thus, results show that newspaper is a popular form of media amongst teachers and college going students

**Table 5:** Showing what they like to read in a Newspaper.

| Type of Sections | Teachers(N=50) | Students(N=50) |
|------------------|----------------|----------------|
| Educational      | 5%             | 4%             |
| News             | 45%            | 15%            |
| Sports           | 20%            | 24%            |
| Entertainment    | 30%            | 57%            |

Table shows that 5% of teachers and 4% students like to watch educational programmes on TV.,20% of teachers and 15% of students like watch news, 20% of teachers and 24% of students like to watch sports programmesand 30% of teachers and 57% of students like to watch entertainment programmes. Thus, results show that entertainment programmes are more popular amongst teachers and college going students.

**Table 7:** Showing the response whether media has brought the world closer

| Type of response | Teachers(N=50) | Students(N=50) |
|------------------|----------------|----------------|
| YES              | 98%            | 93%            |
| NO               | 2%             | 7%             |

98 % of the teachers and 93% of the students agreed with the statement whereas 2% of teachers and 7% of students disagreed with it. Thus, results show that both the teachers and the students believe that media has brought the world closer.

**Table 8:** Showing the response regarding the accuracy of information given by mass media

| Type of response | Teachers(N=50) | Students(N=50) |
|------------------|----------------|----------------|
| YES              | 77%            | 88%            |
| NO               | 33%            | 12%            |

77 % of the teachers and 88% of the students agreed with the statement whereas 33% of teachers and 12% of students disagreed with it.Thus, results show thatboth the teachers and the students believe that information given by media is accurate.

**Table 9:** Showing the response whether media acts as a watch dog for Govt.

| Type of response | Teachers(N=50) | Students(N=50) |
|------------------|----------------|----------------|
| YES              | 67%            | 85%            |
| NO               | 33%            | 15%            |

67 % of the teachers and 85% of the students agree with the statement whereas 33% of teachers and 15% of disagreed with it.Thus, results show thatboth the teachers and the students believe that media acts as a watch dog for Govt.

**Table 10:** Showing response whether media has become commercialized these days

| Type of response | Teachers(N=50) | Students(N=50) |
|------------------|----------------|----------------|
| YES              | 62%            | 77%            |
| NO               | 38%            | 23%            |

62 % of the teachers and 77% of the students agree with the statement whereas 38% of teachers and 23% of students disagreed with it.Thus, results show thatboth the teachers and the students believe that media has become commercialized these days.

**Table 11:** Showing response whether entertainment has become the main component of mass media

| Type of response | Teachers(N=50) | Students(N=50) |
|------------------|----------------|----------------|
| YES              | 47%            | 33%            |
| NO               | 53%            | 67%            |

47 % of the teachers and 33% of the students agreed with the statement whereas 53% of teachers and 67% of students disagreed with it.Thus, results show thatboth the teachers and the students believe thatentertainment has become the main component of mass media.

**Table 12:** Showing response whether mediapromotes trade and industry through advertisements

| Type of response | Teachers(N=50) | Students(N=50) |
|------------------|----------------|----------------|
| YES              | 90%            | 98%            |
| NO               | 10%            | 2%             |

90 % of the teachers and 98% of the students agreed with the statement whereas 10% of teachers and 2% of students disagreed with it. Thus, results show that both the teachers and the students believe that media promotes trade and industry through advertisements.

**Table 13:** Showing response whether media promotes violence in the society

| Type of response | Teachers(N=50) | Students(N=50) |
|------------------|----------------|----------------|
| YES              | 68%            | 95%            |
| NO               | 32%            | 5%             |

68 % of the teachers and 95% of the students agreed with the statement whereas 32% of teachers and 5% of students disagreed with it. Thus, results show that most of the teachers and the students believe that media promotes violence in the society.

**Table 14:** Showing response whether media gives negative effects on the society

| Type of response | Teachers(N=50) | Students(N=50) |
|------------------|----------------|----------------|
| YES              | 53%            | 76%            |
| NO               | 47%            | 24%            |

53 % of the teachers and 76% of the students agreed with the statement whereas 47% of teachers and 24% of students disagreed with it. Thus, results show that most of the teachers and the students believe that media gives negative effects on the society.

**Table 15:** Showing response whether Govt. should take steps or make some laws to stop media portrayal of violence

| Type of response | Teachers(N=50) | Students(N=50) |
|------------------|----------------|----------------|
| YES              | 95%            | 87%            |
| NO               | 5%             | 13%            |

95 % of the teachers and 87% of the students agree with the statement whereas 5% of teachers and 13% of students disagreed with it. Thus, results show that most of the teachers and the students believe that govt. should take steps or make some laws to stop media portrayal of violence.

**Table 16:** Showing the response of importance of role of media for a better society

| Type of response | Teachers(N=50) | Students(N=50) |
|------------------|----------------|----------------|
| YES              | 67%            | 95%            |
| NO               | 33%            | 5%             |

67 % of the teachers and 95% of the students agree with the statement whereas 33% of teachers and 5% of students disagreed with it. Thus, results show that most of the teachers and the students believe that media is very important for a better society.

**Table 17:** Showing the impact of media on behavior and routine work

| Type of response | Teachers(N=50) | Students(N=50) |
|------------------|----------------|----------------|
| YES              | 88%            | 77%            |
| NO               | 12%            | 33%            |

88 % of the teachers and 77% of the students agree with the statement whereas 12% of teachers and 33% of students disagreed with it. Thus, results show that most of the teachers and the students believe that media effects one's behavior and routine work also.

### 3. Conclusion

Thus from above analysis, it can be concluded that there is no doubt that media has acted significantly to bring the world closer. Significance of media cannot be ignored. However, unchecked commercialization of media has produced challenges for society in terms of biased and hot selling news, uncensored and easily available adult content. But I believe if media keeps a check on these loopholes and identify its responsibility towards society; it can do wonders in making a healthy, prosperous and educated nation.

### References

- [1] Duncan, B. (1988). *Mass Media and Popular Culture*. Toronto, Ont.: Harcourt, Brace & Co. Canada.
- [2] Hall, S. (1973). *Encoding and decoding in the television discourse*. Birmingham, England: Centre for Cultural Studies, University of Birmingham
- [3] Philo, G. (1990). Seeing Is Believing. *British Journalism Review*, 1, 4, 58-64.
- [4] Wanta, W., Golan, G., Lee C. (2004). Agenda Setting and International News: Media Influence on Public Perceptions of Foreign Nations. *Journalism & Mass Communication Quarterly*.