

Impact of Mass Media and Social Change: A Sociological Study

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Abstract:

Mass media is a device that can spread the requisite knowledge and attitudes quickly and widely. Mass media plays an important role in our society. It has been developed more and more as society has grown, becoming one of social institution in our society. In the present situation, the role of mass media is important to upgrade the rural society. It can stimulate the rural people towards progress. Mass media is a powerful social institution which brings changes within societies, subcultures, families and individuals. It plays an important role in shaping opinions, beliefs and attitudes. It is a primary source of information in modern democratic society. Media includes various means of communication such as newspapers, magazines, television, radio, films etc. It is also known as mass media as it reaches a large number of people. It helps in forming a public opinion regarding various spheres of life, such as politics, fashion, economy, society etc. It disseminates information about what's happening around different parts of the world. It is also sensitizing people about the laws, governmental policies and programs, sanitation, various incurable diseases and their remedies etc. In many cases, media plays the role of public educator- they inform, educate and entertain their audiences. This is especially true in developing countries where people do not have much access to formal education. Media educates its consumers about civic responsibilities such as voting in elections and electing leaders who best represent their interests. The main objective of this paper is to examine the importance and influence of mass media and social change in our present society.

Keywords: Mass media, society, change, social, role, means

INTRODUCTION

Change takes place in a society through various mechanisms. Mass media are some kind of mechanisms through which development comes to a society. Mass media have the tremendous potentiality to motivate the people for change and development. The different vehicles of mass media such as radio, T.V., cinema and newspaper by disseminating news and information relating to different aspects of life which include economy, health and hygiene, beliefs and practices, political participation etc. make the villagers aware of the developments in the above aspects of life. Mass media not only provides recreation to the people but also educates them in the field of economy, health and hygiene, education and others.

“Conceptually, the mass media are technological agencies and corporate organizations, engaged in the creation, selection, processing and distribution of messages that are produced at speeds and in quantities possible only with mass-production methods. Mass media, therefore, are the broadest common

currencies of public interaction in a society. Thus the mass media are the organized means of reaching large numbers of diverse kinds of people quickly and efficiently. The mass media may be said to include the print media of newspapers, magazines and books, the broadcast media of the radio and the television and the movies.”(Sharma:1987,p.21)

The mass media included several media technologies that are envisioned to influence large viewers. Broadcast media (also called as electronic media) communicate the facts electronically and include television, radio, movies and certain other media like cameras and video raise. Alternatively, print media use a fleshly item for sending their facts, such as a newspaper, magazines, brochures, newsletters, books, leaflets and pamphlets (Potter,2008).

Mass communication is any message sent by a person or a group of people through a medium to a large audience, and mass media is any medium used to transmit mass information. Until recently mass media comprised the eight mass media industries: books, newspapers, magazines, recordings, radio, movies, television, and the internet, however, digital technology has expanded the scope of the term mass media (Lane,2007).

Mass media is an integral part of present societies which can be called as media prone societies. One of the important functions of media is to help initiate as well as maintain the process of development and to distribute the benefits of development to all segments of societies. In our present society, mass media is as important as food and other things to lead a life. Modern media is quite helpful in strengthening a society. Mass media is considered as” reflection” of the modern society. Media has today become the voice of our society. There is a variety of media platform that has stimulated the thoughts of the young generation and other sections of our society, more eloquently.

Internet media is capable to attain mass media rank in its personal right. The many services such as email, websites, blogging, internet television are provided by this mass media. In this way, numerous mass media openings have a being there on the web. TV ads is also type of mass media that links to a website. The internet mass media introduce such programs which are helpful in several way of life of the people. The internet has enough information which can simply be broadcast to several different areas of the worldwide instantaneously. Out-of-doors media is a usage of mass media that includes ads, symbols, posters internally or externally sited for marketable buildings and items like factories and workshops, airborne posters, airships and skywriting. Community language and incident establishing can also be measured with the help of mass media (Manohar,2011).

In various ways communication and mass media may accelerate the pace of change, and it may be understood empirically if we try to observe the process of transformation which is set in motion after the introduction of new roads, railways, newspapers, radios, or televisions. (Pool,1969) in one of his papers through social illustrations has rightly pointed out: “ when new roads, newspapers, radio, television, movies, or books come into a society, powerful effects can usually be observed. Changes follow in the way people think and in the things they value. There have been a number of studies of what happens in a village when a road comes to link it with the world. Life changes, people begin to travel to work in nearby towns. They see new things; they buy new things, officials and entrepreneurs come to in the village more often; a doctor may come where previously he refused. Newspapers can be delivered. The young consider new alternatives in life that may shock the old. Manufactured products are brought in and put up for sale, displacing village crafts. Politicians come around seeking votes. Soon a bus line will be formed, the drivers and the bus owner may become a new part of the elite. Nothing could be more

revolutionary than a road. Telephone, radios, televisions, movies also come into traditional villages and produce similar changes. They bring in words that carry advice on agriculture or public health.”

Mass media provide people an opportunity to receive something new to any society by replacing the traditional values of the society. Mass media bring to the society new ideas, fashion, dress, dietary system, housing pattern, new kinds of recreation etc.

OBJECTIVES

Research objectives are important because they establish the scope and depth of your project. This helps you avoid unnecessary research. It also means that your research methods and conclusions can easily be evaluated. The main objectives of this study are--

1. To discuss about the importance of mass media in Indian society.
2. To discuss about the influence of mass media and social change in our present society.

METHODOLOGY

Research methodology gives research legitimacy and provides scientifically sound findings. It also provides a detailed plan that helps to keep researchers on track, making the process smooth, effective and manageable.

The paper is based on secondary data. The data is collected from various books, journals, articles, magazines, newspapers, internet etc. And it is also descriptive in nature.

DISCUSSION

Different forms of mass media and its importance

Mass media is an integral part of society. It is crucial in information transfer and communication, as it covers a large audience. There are different types of mass media, including digital, audience, electronic, print and traditional media. Television, newspapers, radio and social media are typical examples of mass media. Traditional media is one of the oldest types of mass media to transfer traditions and culture over generations. The traditional media can be folk songs, dances, folktales as well as paintings, sculptures, puppetry, theatre, drama, etc. Before the invention of the printing press, printed materials had to be hand-written which made mass distribution almost impossible. Print media is one of the basic types of mass media tools making it very popular and convenient to reach a wider audience. Newspapers are considered the oldest forms of mass media as for a long period. The general people relied on newspapers to know the latest happenings in their local areas as well as from around the world. Print media originally refers to newspapers and then expanded to magazines, tabloids, journals, books, etc. The invention of electronic media was a turning point in the history of communication process. It includes television, radio, telephones etc. The emergence of internet and mobile technology, a new way of news dissemination, started taking place. Today there a number of social media sites in the form of blogs, social networks, forums, wikis, photos audio and video sharing etc. Today, electronic media is the most effective and powerful means of mass media.

Influence of mass media and social change

Media is a powerful social institution which brings changes within societies, subcultures, families and individuals. It plays an important role in shaping opinions, beliefs and attitudes. It is a primary source of information in our society. It has the significant role in socialization of young generations. Mass media generates opportunities in the society to adopt new norms and values by giving up the traditional ones, it

brings new ideas, fashion, dress, dietary system, housing pattern, new kinds of recreation etc. The rural people who have their radio\ transistor sets develop some modern attitude. The persons listening to radio may be illiterate and conservative. But as soon as radio listening in the leisure time turns into a habit, it changes their traditional attitudes. Gradually, they will have more modern attitudes. Television and cinema shows also have similar impacts upon the people. In this way mass media play a decisive role in the adaptation of modernization in any society.

Mass media plays an essential role in shining the spotlight on the masses as the general public can express their views and opinions freely. It is through different forms of mass media from social media to digital platforms that the world has transformed into a global village. This way mass media has become useful for the people, business, government and whole world to stay connected with each other. With the help of the internet, anyone can learn a new language, know about different culture or even travel the whole world without physically going from one place to another. The internet is truly a massive open source of information and different types of mass media from search engine platforms and learning websites play a significant role in helping anyone learn anything anywhere.

Newspapers and periodicals have played a tremendous role in bringing about change in the social outlook of masses. In rural India, radio and television are still the most important source for public opinion and knowledge building because most of the rural people are still illiterate. Films are other effective audio- visual medium of entertainment and dissemination of ideas. It also has promoted change in dressing pattern, hairstyle, spoken language, behavior and social norms. Cinema has tackled current social problems like untouchability, drug addiction, AIDS, tribal identity etc. In order to educate the masses the film division has produced documentaries dealing with health, hygiene, farming, environment, illiteracy and other topics and screened it throughout the country. It has also broadened the area of education by linking it with World Wide Web. Student through smart classrooms can communicate with the world. E-commerce and E- shopping are the new faces of economy. Money is now stored and travelled in electronic form.

Mass media has tremendous capability to build men, communities, nations as much as the tremendous power to destroy the same all in due time. Mass media makes citizen recognize misjudgments by distorting the truth. Exaggerated contents of mass media affect bad sides to people especially teenagers and youths. Some people tend to believe mass media absolutely becomes a problem. Television, internet and advertising are the most important medium of mass media brings some problems in the society like for promoting violence, advertising manipulation etc. There are some negative influences of internet. With each passing day cybercrimes like internet fraud, hacking, piracy are increasing and means are not adequate enough to save people from them. Internet does not encourage crime but it plays a big role in its development. Recent studies show that internet plays a major role in development of porn industry as its viewers are increasing day by day. The negative effects of mass media can lead people towards poverty, crime, violence, bad mental and physical health disorders and others as such severe outcomes. It contributes to individualism. On the website and watching television people waste too much time. As a consequence, it is affected by social interactions with friends, relatives and neighbours. Some content in the media is not appropriate for children. So it depends on the rational outlook of people how to use it for the betterment of society.

CONCLUSION

Media is the reflection of our society and it depicts what and how society works. Media, either it is prin-

ted, electronic or the web is the only medium, which helps in making people informed. It also helps in entertaining the public, educate and make people aware of the current happenings. It can be concluded that there is no doubt that mass media has acted significantly to bring social change in present society.

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