
Role of Media in Various Sectors - Advantages and Disadvantages on Youth

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Abstract

In this paper it is observed that media includes sources like print media and electronic media. Newspapers, magazines and any other form, which is written or printed, is included in print media and in electronic, media radio, television and Internet etc. are included. When there are so many channels and newspapers we cannot ignore its importance in the society. Media can change opinions because they have access to people and this gives it a lot of strength. This strength can either be used constructively by educating the people or it can be used destructively by misleading the innocent people. Power of the media can transform the whole society.

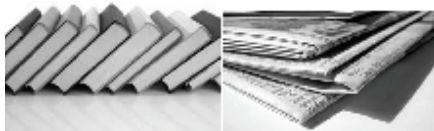
Keywords: Print Media, Electronic Media, Democratic Media, Educative Media, Media in Entertainment.

Introduction

Media is everywhere; it has become a part of our daily life. The media play a dominant role in the learning process. Media has potential to shape personalities, change the way we perceive and understand the world and our immediate reality. The term media is derived from Medium, which means a carrier or mode. Media denotes an item specifically designed to reach a large audience or viewers. The term was first used with the advent of newspapers and magazines. However, with the passage of time, the term broadened by the inventions of radio, TV, cinemas and Internet. Connecting with media means being connected with the world around us. We spend much of our time entertaining ourselves by browsing channels on TV, surfing on the internet or talking on the mobile phones. In the world of today, the media has become almost as necessary as food and clothing. It is true that media is playing an outstanding role in strengthening the society. Its duty is to inform, educate and entertain the people. It helps us to know the current situation around the world. It is widely used to convey messages to build public opinion and awareness.

Types of Media

Print Media: Print media is one of the oldest and most basic forms of mass communication. It includes News Papers, Magazines, Books and other forms of printed journals.



[https://www.google.co.in/print media/images](https://www.google.co.in/print%20media/images)

Electronic Media: It means the mode of electronic transmission. It includes Radio, Television, Films, Web/ Internet.



[https://www.google.co.in/electronic media/images](https://www.google.co.in/electronic%20media/images)

Role of Media in Various Sectors

Role of Media in Entertainment

“Media is the most powerful tool of communication. It helps promote the right things in right time. It gives a real exposure to the mass audience about what is right or wrong. Even though the media is linked with spreading fake news like a fire, but on the safe side, it helps a lot to inform us about the realities as well. Mass media have a prominent role to play in modern society. It can bring about radical changes and improve the social situation as it influences our social, civil, cultural, political, economic and aesthetic outlook¹.”

The media and entertainment business spans a broad range of companies that include broadcasting, content creation, production, publishing, television, cable, gaming and entertainment. This sector has considerable growth potential for IT services.

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According to the decision makers of North American companies, about 32% of companies will invest in content management services. Key services provided by this unit are media enterprise resource planning, technology upgrade solutions, program production, business support and media and intellectual asset management². Conventional media like cinema, television, radio and print are modifying themselves to play their roles effectively in the current market. Technological innovations and discovery of new media like cable television, Direct To Home (DTH), Mobile Technology, Internet Podcasting and FM Radio Channels have created immense competition in the entertainment and media field³.

Role of Media in Democracy

The media is a lifeline of a nation. It provides not only information on what may affect the normal human being in his day-to-day functioning, but also by other features keeps him informed of developments, national and international. The reach of the media and the effect it can have on general public has always been recognized and never been challenged. According to - Thomas Jefferson "If it were left on me to decide whether we should have a government without newspapers or newspapers without a government, I should not hesitate a moment to prefer the latter."

- ***Media and Democracy***

Democracy is commonly defined as a government of the people, by the people and for the people. Freedom and democracy walk hand in hand. Democracy, in my view, is only compatible with a free economy. Like a fish to water, democracy can only exist in an atmosphere of freedom of action; it is completely incompatible with a system that provides for a governing authority with coercive power.

We live in society today where the media plays a pivotal role in how we see the world, and how our opinions are formed, whether it is from what we watch on television or what we gather from the newspapers. Media acts as an interface between the common man and the Government. It is a very powerful tool with the ability to make and break the opinion of people. Media through its various means of newspapers, television and cinema is what rules the heart and the minds of people⁴. Media plays a crucial role in shaping a healthy democracy. It is the backbone of a democracy. Media makes us aware of various social, political and economical activities happening around the world. It is

like a mirror, which shows us or strives to show us the bare truth and harsh realities of life.

- ***Democratic Media***

Democratic Media is the concept of organizing media along democratic lines rather than strictly commercial and/or ideological lines. Like the idea of democracy itself, democratic media look for transparency, inclusiveness, one-person-one-vote and other key concepts of democracy as principals of operation, "This is a media whose primary objectives are to inform, be open, independent and be accountable⁵."

"A democratic media can be identified by its structure and functions. In terms of structure, it would be organized and controlled by ordinary citizens or their grass roots organizations....As regards function, a democratic media will aim first and foremost at serving the informational, cultural and other communications needs of members of the public which the media institutions comprise or represent⁶."

It is a set of ideas advocating reforms the mass media, strengthening public service broadcasting, and developing and participating in alternative media and citizen journalism. The stated purpose for doing so is to create a mass media system that informs and empowers all members of society, and enhances democratic values.

It is a liberal-democratic approach to media studies that advocates the reformation of the mass media with an emphasis on public service broadcasting and audience participation, through the use of citizen journalism and alternative media channels. A media democracy focuses on using information technologies to both empower individual citizens and promote democratic ideals through the spread of information⁷.

Role of Media in Education

In our complex world, students need to learn more and better for their environment because the possibility of learning from direct experience (i.e. The direct action or touch of the objects or learning phenomena by students) cannot exist in all areas. Therefore, the way of teaching these phenomena is very complicated. The goal of such teaching is to enable students to experience scientific phenomena up to a great extent by their direct (or at least close) involvement. When students acquire more experience in their life, they will be able to successfully increase their findings and understandings about the environment around. On

experience, the **Holy Prophet has stated, "The experience is higher than knowledge."** Therefore, we can grant more possibilities to students by selecting and using educational media correctly and thoughtfully. The Educational media are all instruments and possibilities that can make easier, better, long-lasting and effective learning conditions in the educational environment⁸.

Schools are loaded with computers and even at some places students receive a laptop to help them with academic studies. This is part of NMU's Laptop Initiative plan that believes providing every student with a laptop will help improve their academic performance. However media comes in many different forms, such as; internet, TV, radio, and books, all of these media have affected the way students learn. Students around the world are being globally connected with one another via the internet (Rolls, 2007). These mass media tools have made the world a smaller place in a way, also called (globalization)⁹.

Internet is also a medium, which made the World a Global Village. Around the World students are being globally connected with one another via Internet. We've been seen that a large number of people depend on the Internet to collect information, read news, play games and also for searching process and business work. **Online learning** has assumed the role of an important medium for imparting distance education. The most important advantage of online distance education is to earn a degree from one's home or workplace. We can get knowledge and information through charts, maps, graphs, moving images, slides, and video clippings and even audio recordings via Internet. It helps to understand the entire syllabus without the help of a teacher. The students are able to interact with their peers through online class projects-mails and also with the help of online conferencing and chat makes learning easier and entertaining. The availability of online libraries with their huge collection of books has also made the learning process easier and worthwhile¹⁰.

The role of media in education is evident today by the number of computer labs, television sets and libraries that have become part of the curriculum in most schools today. Media comes in different forms and each form affects the way students learn and interpret information. Media has brought the world closer (globalization) so that now students from different

*universities in different parts of the world are connected through a mere internet connection*¹¹.

Media education can help young people put current images and messages about Aboriginal people into perspective by helping them understand how the media work, why stereotyping exists, how decisions are made, and why "it matters who makes it." Media education is not about learning the right answers; it's about consuming media images with an active, critical mind and asking the right questions. Media is the most powerful tool of communication. It helps promoting the right things on right time. It gives a real exposure to the mass audience about what is right or wrong¹².

Role of Media in Information Technology: We live in a society where information, communication and media technologies play an important role and our everyday life is full of digital media in various forms. Business and society develop digital services at a rapid pace because we all expect to be able to handle most of what we need over a preferably wireless network. There is a huge demand for skilled engineers who can think in new ways and create tomorrow's interactive services. Information technology (IT) has become a vital and integral part of every business plan. From multi-national corporations who maintain mainframe systems and databases for small businesses that own a single computer, IT plays a role. The reasons for the omnipresent use of computer technology in business can best be determined by looking at how it is being used across the business world.

- **Communication**

For many companies, email is the principal means of communication between employees, suppliers and customers. Email was one of the early drivers of the Internet, providing a simple and inexpensive means to communicate. Over the years, a number of other communications tools have also evolved, allowing staff to communicate using live chat systems, online meeting tools and video-conferencing systems¹³.

- **Data Management**

The days of large file rooms, rows of filing cabinets and the mailing of documents is fading fast. Today, most companies store digital versions of documents on servers and storage devices. These documents become instantly available to everyone in the company, regardless of their geographical location. Companies are able to store and maintain a tremendous amount of

historical data economically, and employees benefit from immediate access to the documents they need¹³.

- **Management Information Systems**

MIS provides information that organizations need to manage themselves efficiently and effectively. Management information systems are typically computer systems used for managing three primary components: technology, people (individuals, groups, or organizations), and data (information for decision making). MIS is distinct from other information systems, in that they are used to analyze and facilitate strategic and operational activities¹⁴.

Objectives

- To determine how the planners direct the messages to the right people at the right time in the right environment.
- To know what is the impact of various sectors of media on youth.

Research & Methodology

Study design in this paper was cross sectional whereby data were collected at one point in time. The material has been gathered from books, journals, and mostly from the internet sources.

Discussion

In this paper Various Roles of Media is Discussed. Now, it's time to discuss the advantages and disadvantages of media on youth.

Media in today's world has both positive and negative implications. As far as youth is concerned, one thing should be kept in the mind that it depends upon the youth to reap the positive or negative outcomes from the media. Media not only helps youth become aware of the current events but also allows them to critically evaluate the burning issues. A greater percentage of youth especially those related to the mass communication and journalism are using media as a platform for generating income.

Advantages of Media on Youth

- We can keep in contact with our relatives or friends who live far away
- We can know what happens in our surroundings.
- When using social media for marketing products, social media could be easily utilized to create cost effective strategies and campaigns that can create viral results.

- Through language teaching programs on television, we can learn the language we like such as: English, French, German, Chinese, Japanese and so on.
- The people having same interest are able to share ideas and opinions to a vast network with the help of social networking sites.

Disadvantages of Media on Youth

- In order to get social media's full effect, you need to understand how it works, when and how to use it and which channels to focus on depending on your end goal of using social media.
- Social Networking Sites can ruin your professional life.
- The media creates, in many youth desensitization to violence, exposure to drug abuse, stress from certain types of media, possibly in increasing the body weight if one spends too much of time in front of the T.V. or computer, potential lack of social skills among others.
- Social media can have a negative influence on worker productivity. Employees may waste valuable time using social media channels such as Facebook and Twitter. They can also use social media to attack the company's reputation!
- Selective coverage, "planted" stories, emotionally - charged coverage especially by electronic media in their attempt to be the first & exclusive.

Conclusion

- The major conclusion of this study is that the portability of all that media stuff has changed youth's relationship not just to news and information, but to family and friends - it has, in other words, caused them to make different and distinctive social, and arguably moral, decisions.
- Youth tells about the role of media in establishing and cementing social connections - how they used their laptops and phones to communicate with friends, families, and others in their lives¹⁵.

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