

IMPORTANCE OF MEDIA IN SOCIAL MOVEMENT: A MICRO STUDY IN INDIAN PERSPECTIVE.

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India is a biggest democratic country in the world. It has a character of diversity because all type of caste, creed, and religious people lived in this country. So in this type of characteristic the country faces different type of movements from pre-independence to after independence. Sometimes the movements became violent. The reasons behind any kind of social movements are like social, economic, political, cultural, ethnic etc. Any kind of social movement to be very specific is the result of the function of both integration and disintegration changes in the socio-economic aspirations of the people of a particular social setting may gave rise to unrest in the society and it can be defined as “social movement”. It is observed that media plays an important role in all type of social movements which take place in the society.

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INTRODUCTION:-

It is widely accepted that India is one of the biggest democratic country in the world. It has the character of diversity of unity among the all kinds of people so it faces some kind of movements. Most of the studies related to the social movement came into force after the mid 1960s. Many scholars define social movements in different perspective. Ghansyam Shah in his book defines social movements as it develops in course of time, and it begins with protest or agitation on a particular issue which may not have the 'organization' or 'ideology' for change.¹ But in general point of view it can be defined that the social movement means the agitation in society which brings change in society. Paul Wilkinson define social movement as "A social movement is a deliberate endeavour to promote change in any direction and by any means, not excluding violence, illegally, revolution or withdrawal into 'utopian' community. Social movements are thus clearly different from historical movements, tendencies or trends. It is important to note, however, that such tendencies are trends, and the influence of the unconscious or irrational factors in human behavior, may be of crucial importance in illuminating the problems of interpreting and explaining social movement".² Any kind of social movement which occurred in the society is because of various reasons like- social, economic, linguistic, ethnic, political etc. Any kind of social movement to be very specific is the result of the function of both integration and disintegration changes in the socio-economic aspirations of the people of a particular social setting may gave rise to unrest in the society and it can be defined as "social movement". Most of the social movements in the society are the result of frustration aggression complex. Such situations are commonly found in the developing societies where the institutional measures seem to be insufficient to minimize the gap between the aspirations of the people and the performance of the system.

Therefore, social movements in society has different kinds Shah (1977) classifies movements as

- a) **Revolt:** - It is a challenge to political authority, responsive and workable.
- b) **Rebellion:** - It is an attack on existing authority, aimed at over-throwing the government.
- c) **Reform:** - It attempts to bring about changes in the relations between the parts of the system in order to make it more efficient, responsive and workable.
- d) **Revolution:** - It is a section or sections of society launch an organized struggle to overthrow not only the established government and regime but also the socio-economic structure which sustains it, and replace the structure by an alternative social order.³

Media

Another important segment of the society is the media power which may act as the driving force behind the moulding public opinion in any social movement in the society. So, scholars from all over the world acknowledged media power in a democratic system. Through media public ventilate their opinion on any issue not necessarily political only but on broader social problems which may cover other aspects of social life as well. The Sociology Central the Mass Media defines media as a medium, is a 'channel of communication' a means through which people send and received information. According to Wilbur Schramm 'a mass medium is essentially a working group organized around some device for circulating the same message, at about same time, to a large number of people'.

In sociological perspective mass media can be categories into three types like

- a) Print Media: - Newspaper, Magazines, Books, leaflet and other textual documents etc.
- b) Electronic Media: - Radio, Television, Audio and video recordings etc.
- c) New Media: - CD-ROMs, DVDS, internet facilities etc.

The functions of media in society are like

- a) **Information:** - media provides news and information to the people through print, electronic and new media.
- b) **Education:** - media helps to educate people by different kinds of news related to their lives like government policies, programmes, movements etc.
- c) **Entertainment:** - media can act as an actor of entertain people.
- d) **Persuasion:** - media plays an important role to mould public opinion regarding different issue and also brought people of the world closer to each other.

IMPORTANCE OF MEDIA IN SOCIAL MOVEMENTS:-

The problem of importance of media in social movement can be understood if placed against the broader theoretical perspective of liberal democracy which embodies within itself such basic elements as individual liberty and economic development. It is interesting to note that of all Third World Nations, India's option for democratic governance was conditioned by historical necessity and contextual demands with the attainment of independence. India with an infant state with shattered economy had to create an environment of trust, dependence and participation of

the people of her survival and stability. The selection of twin tasks of nation-building and state-building became the first priority agenda for the makers of the new nation. The belief that growth could be achieved with the people was considered to be the basic foundation. It may not be exaggeration to suggest that to-days concept of 'inclusive growth through peoples' participation served as the foundation for development in the initial stage also. Thus democratic governance for India became a major pattern which sought to ensure freedom of speech and press, open party competition and independent trade unionism. While appreciating the democratic experience in India over such an extended period, John D.Nagel in his book "Introduction to Comparative Political System Performance in Three Worlds, (Chicago, 1992, p277) has very aptly commented: "The list of causalities among Third World democracies indicates how difficult it is for this system type to survive over an extended period in the LDCS, yet the example of Indiaindicates that even a very poor nation, and in so many ways a very divided nation, personal liberty is a valued goal".

The real strength of democracy has been shown during and after national emergency (1975-76) which failed to destroy the very roots of India's democratic governing system. This socio-political affirmation in democratic ideals has been summed up by Nagel in the following words:

"In 1975 and 1976, during the so-called emergency period of limited dictatorship by Prime Minister Indira Gandhi, it seemed as though Indian democracy was about to crumble. Yet Mrs. Gandhi did not, by most accounts, try to establish a full-blown dictatorship, rather she called for elections, which she lost, and after losing peacefully turned over the reins of government". (ibid)

Again, he observes, "Whatever the damage done to the personal liberty of both ordinary citizens and oppositional leaders during the eighteen month emergency, the whole structure of Indian democracy did not collapse like a house of cards, as had been the case of many other countries. Third World democracies cannot afford to ignore the values of economic development and social welfare but their main claim to legitimacy rests on a commitment to political liberty". (ibid)

This observation by Nagel and many other commentators both Foreign and Indian suggests that India's democratic pattern is based on the faith of individual freedom. The constitutional arrangement in India firmly establishes its faith on, among other freedoms, freedom of speech and expression as guaranteed in Art.19. Following the classical and universal code, these freedoms have been made conditional and under no circumstances these can be treated as

license. So it is very important for media to highlight the issue of social movement in broader perspective. Media as a generating system played an important role to accumulate opinion and decisions of the public. Because through media display news people get information whether they are real or not. Now a day's media covered that news which can grow their business. The ethics of media does not see in anywhere.

CONCLUSION:-

So it can be said that the media plays an important role in the society. People in recent time whether they are literate or not want to know about the surrounding issues through the eyes of media. People are so much relates themselves in social issues like movements or so on. Social movements always make changes in the society and people relate themselves or highlight their point of view about the movement positively or negatively. Some media highlights this issues positively and some negatively to increase their circulations in society. Therefore it is very important for media to display the news authentically.

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