

MEDIA AND DEMOCRACY

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The electricity and importance of media in democratic society is global renowned. Though media and press have a persuasive authority but its` actual capacity isn't a mystery to the global. The life of a free, unbiased and effective media is the cornerstone of a democracy, in particular of a exceptionally blended society like India. The pivotal function of the media is its cappotential to mobilize the wondering procedure of millions. Technically a democracy stands at the pillars of judiciary, executive and legislature. But with the upward push of the clicking and its electricity to attain each corner and nook of the kingdom it is able to additionally be taken into consideration because the fourth pillar of a democracy.

In this paper the effect of press at the Indian democracy and feature attempted to reply that whether or not thinking about press as fourth property of democracy is correct.

INTRODUCTION

The most impressive thing on earth that has the power to shape people's personalities is the media. Press and media is the cornerstone of the democratic system in place in India. In this article we'll examine how India's majority rule system functions from the perspective of the media.

Additionally, the relationship between established press freedoms and opportunities is discussed. It is briefly discussed how media and democracy work together. The article focuses on the current situation of media and government under majority rule.

The most common form of media is long-distance informal communication, where information about governmental methods and the operation of popular government is prominently featured.

A brief description of how social media and the democratic system relate to case laws pertaining to law and press privileges is provided.

Democracy is a system in which the people as a whole possess the sovereign power to govern the country through the elected representatives. "Of the people, by the people, and for the people" is the guiding principle of democracy.

Democracy operates in accordance with its true principles, enables the inclusion of ideas for laws aimed at improving the nation, and grants citizens their civil liberties. Every citizen must participate in creating a solid political foundation for the nation, and the media is a vital tool for advancing the democratic process. People must be given complete freedom to contribute to and share their ideas during the policy-making process. The mass media is the ideal medium for societal communication.

The public can communicate effectively thanks to the mass media. The relationship between media and democracy is extremely nuanced and complex. A few examples of media are television, social networking sites, and newspapers. The media has a significant role in democratic societies because they have many powers and few restrictions. The media is the "watchdog of our democracy," According to Pandit Jawaharlal Nehru. The media has important duties to perform, such as anticipating the concerns of the general public and protecting the Constitution's fundamental rights. Without the media, the government would be free to rule however they pleased without having to answer to the people. It might result in a breakdown of transparency and strengthen a corrupt and spoiled system.

MEDIA –DEMOCRACY: IDEOLOGY

The media play a significant role in providing the majority elective system and individual rights with a solid balance that ensures honesty and responsibility in all spheres of public endeavors. The public is deciding which party would serve them best if it were to win power thanks to the media's efforts to bring out the truth and expose political hypocrisies. The state tries to influence the people through the media, which is connected to the people. The goal of the media democracy system is to provide a clear, fair framework by establishing guidelines that will alter the general communications to provide media and local news coverage. The belief in majority rule government that permeates the media

vote-based system accounts for how it distinguishes itself from private ownership.

Majority-Media control Government broadens its ties to the public sphere. It promotes initiatives like expanding local news coverage and residents' dynamic investment. The general public members must all be very well-educated to show an interest in certain important issues and engage in open discussion, according to the media-popular government's methodology. The concept of democratically based media that adheres to the principles of transparency and thoroughness must be embraced.

One essential component of the Fourth Estate has been viewed as journalism. This is the theory that the press and mass media act as a political force for more pluralistic governance by holding other institutions accountable by reporting on their actions. The independence of the Fourth Estate from other institutions, especially from business, government, and industry, is a crucial component.

Independence gives it the ability to look into, report on, and draw attention to the public the activity of other institutions, including governments and politicians.

The power and significance of the media in a democracy are widely acknowledged. According to Indian Constitution Article 19(1) (a). The entire concept of the media is covered by this provision, which guarantees freedom of speech and expression. Beginning in 1769, the Blackstonian concept of press freedom contained four fundamental tenets that continue to be the foundation of the idea of press freedom.

The Indian Constitution's Article 19(2) specifies the conditions under which restrictions on freedom of expression may be imposed.

The various forms of mass media have impacted human life in the twenty-first century. They have mainly given people around the world entertainment and information. The media ensures that democracy operates in line with its true principles by informing the populace about social developments and assisting them in making well-informed decisions. By highlighting whether they have carried out the purposes for which they were elected and whether they have upheld their oaths of office, it also keeps the elected representatives answerable to those who elected them. Governmental and private control over the media must be eliminated for it to function in an ideal democratic environment.

ESSENTIAL OF MEDIA: DEMOCRATIC SYSTEM

According to the Supreme Court, press freedom is essential for a democratic system to function. The exponential growth of media has revealed unfortunate patterns of conflict, leading to sensationalised reporting that ignores the long-standing rule of sub-judice. It has been suggested that such media previews be subject to some sort of restriction in order to protect both people and the equity organisation. However, there are a number of advantages to media in a democracy. An essential component of a democratic system is the media.

Some of it mentioned below:

- ✚ Identify the issues with the country's governing system as it currently operates.
- ✚ Promotion of democratic principles and information related to them to ensure anti-corruption laws.
- ✚ Acting as a link in the public-government communication chain.
- ✚ Increase the democratic system's transparency.

MEDIA, DEMOCRACY, POLITICS

According to most sources, the relationship between the media, politics, and democracy is one based on self-interest, and they are all essential to one another for a functioning future.

The political pressure on media organisations depends on a variety of factors, such as legal restrictions, democratic growth, and socio-national change. As a result, they continue to assist political systems in gaining the public's consent.

Media organisations continue to support political systems in gaining the public's consent because they are under pressure from politics, and relieving this pressure depends on a variety of factors, including legal restrictions, democratic growth, and socio-national change.

In this regard, media organisations and programmes, including social media platforms, have been defined as vehicles for influencing audiences and advancing dominant ideologies, while also serving as a conduit for followers'

communication with the outside world. It is better to reiterate the main functions of the media here: informing, entertaining, and educating. In this context, media outlets have goals like keeping the audience informed of current events, communicating those messages, and giving them content to engage with (Parsemain, 2016, 152).

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The political communication strategies used by politicians to inform and persuade the public of their political objectives must be considered in order to comprehend the relationship between media and democracy.

In this sense, democracy is a field of competition. Politicians who want to run the nation must make their plans known to the public and educate them.

In a democracy, media supposed to observe events in the society as a third party and enables the flow of information for the people to help them to express themselves and contribute to construction of the public opinion in a liberal manner. (Stromback and Kaid, 2008; Buckley, 200, 181).

Everyone has the right to create communication organisations in a liberal democracy. However, since this practically requires financial might, it means that the world of thought is dominated by the financial elite. Furthermore, having a large number of media outlets does not automatically imply media diversity or freedoms or a guarantee of democratic participation (Raycheva, 2009, 83).

A nation must first establish workers' union rights before it can democratically transform its institutions of communication and organisation. Therefore, media ethics ought to be taken into account as a component of personal ethics in order to prevent media professionals from deceiving or manipulating the public (Himmelboim and Limor, 2008).

PEOPLE'S PARTICIPATION & MEDIA DEMOCRACY

The social, legal, political, economic, and cultural factors are shaped by media freedom. People in nations where the government interferes with the media are much less aware of political issues and activity. The impact of corruption on the nation's development is very negative. The public has access to the fact and information that the media has obtained from the institutions. Additionally, this media role makes it difficult for corrupt government officials to function. Even now and then, the media makes public secret documents that may contain actual corruption.

Free media regularly informs the public of government actions and places everything in their hands so they can decide whether or not it is right. People lose knowledge of the nation's political affairs when they are unfamiliar with political activity.

ROLE OF DEMOCRACY: SOCIAL CHANGE

In the past, Indian society made the assumption that women had lower earning potential and physical endurance. Because of the patriarchal nature of the society, women received less attention. In India's society, there was also gender discrimination, a lack of access to healthcare, and violence against women. These are a few of the primary causes of the terrible crimes that once plagued our nation. Therefore, the media spread information about these issues to the public. In reality, the public was informed about this heinous crime through television drama, animated news segments, persuasive radio documentaries, and persuading movies. The government has since started using the media as a platform to combat social ills and usher in reform.

Finally, the public responded favourably to it, and as a result, the incidence of social evils is now declining.

With the public's uninhibited participation, the media serves as a guardian, a mentor, and an educator. Therefore, a society cannot be considered to be democratic unless all members are treated equally. Because one of the fundamental tenets of democracy is equality. In reality, promoting equality is an effort to support democracy. As a result, the media significantly contributes to the development of India's democracy.

Existence of Media in Public Policy

The French Revolution of 1789 served as the impetus for the establishment of the democratic institutions. At that time, there were three sources of power: the monarchy, the church, and the feudal lords. So the French revolution added the "media" as the fourth estate first. It was due to the media's significant role in democratic institutions. Therefore, the media played a crucial role even in the early days of democracy. Therefore, it is impossible for us to imagine modern democracy without the media. It is like a coin with two faces or aspects. Media shapes public opinion, which shapes a nation's policy.

The actual policy output, or the government's decisions regarding various issues facing the populace, is authoritative action.

Although the media cannot directly influence government policy, it can undoubtedly criticize it and pressure the government to change it if it is not serving the interests of the populace.

Because the media serves as a middleman between the government and the public, any criticism of the ruling party by the media has a very negative effect. In a sense, the media has a deciding impact on public policy. In any political system, the media regulates the communication between the decision-makers, the public, and other parties. Because of the media's influence on policymaking, a nation's political system and its citizens are more democratic.

What role does freedom of speech play in a democracy?

This justification is predicated on the idea that democracy, which acknowledges that people have the right to elect a government of their choice, cannot exist in any meaningful way without the freedom of expression. This argument has many different facets, but its core idea is that for democracy to function well, the electorate that participates in public processes with the government and votes in elections must be informed and have the freedom to express them freely. If people aren't allowed to express a variety of ideas, opinions, and political viewpoints, then there isn't freedom of expression. As a logical consequence, if people aren't allowed to receive information in the form of making sensible political decisions, either at the polls or in their interactions

with the government more generally, if they don't have access to a variety of ideas, opinions, and political viewpoints.

SOCIETY & MEDIA

Only in an environment that supports their ability to do so can the media contribute positively to democracy. They must possess the abilities necessary for the kind of in-depth reporting that a new democracy demands. There should be procedures in place to guarantee that they are held accountable to the public and that moral and expert standards are upheld. If media organisations are operating in a competitive environment, are financially stable, and are not subject to government or media owner interference, then media independence is assured. Additionally, as much of society as possible should have access to the media. The protection of press freedoms, enhancing media accountability, increasing media capacity, and democratizing media access should be the focus of assistance efforts for the media.

More than free speech, skilled journalists, or strong business management skills are required to build independent media in developing countries. Enabling independent media to play critical roles such as being a watchdog over government and educating people about issues that affect their lives necessitates the support of organisations such as trade unions and professional associations for journalists, as well as an educated public about these roles and responsibilities of media and their function in a democratic and open society. If a democracy is to function properly in any country, the media must be given the full autonomy and free hand it deserves in airing its views among the people, with no unnecessary restrictions imposed.

The media, on the other hand, must also do its part to play a very responsible, active, and impartial role in carrying out its responsibilities without being influenced by any one political party or a select few people, and must treat everyone equally. In any democratic nation, if the media does not carry out its duty independently, the politicians will be forced to act like orders or even worse than orders. In a democratic system, the media has a huge responsibility that it must carefully fulfill by presenting the truth to the public without showing any bias.

"Democracy is a kingless government infected by many monarchs, some of whom are more exclusive, dictatorial, and destructive than one, if he be a

tyrant," said by **Benito Mussolini**. Most politicians keep themselves under some degree of control out of fear of being exposed by the media in front of the general public.

IMPORTANCE OF MEDIA

The dissemination of education for citizens on a variety of topics, such as national concerns, legislation, constitutional rights, political rights, economic issues, cultural issues, and policy issues, is aided by the media.

The media educates the public so they may learn about and communicate about serious human rights violations, democratic oppression and malfeasance, and law enforcement.

The media not only serves as a vital conduit between political parties, governments, and the general public, but it also fosters economic growth and advances the MDGs and SDGs.

CONCLUSION

The dissemination of education for citizens on a variety of topics, such as national concerns, legislation, constitutional rights, political rights, economic issues, cultural issues, and policy issues, is aided by the media.

Media serve as a catalyst for democracy and growth, assisting in the meaningfulness of public engagement.

Democracy will operate more effectively if the media is sincere and dedicated to its work, and any democratic system's flaws may be fixed to the people's complete satisfaction. The smooth operation of democracy may be seriously threatened by media that is biased, dishonest, and favours just one side or a small number of people. No one can achieve perfection; perfection is something that must be pursued.

There is undoubtedly still a lot of room for development in order for the media to meet the expectations of the people for whom it is primarily intended.

Media serve as a catalyst for democracy and growth, assisting in the meaningfulness of public engagement. Democracy will operate more effectively if the media is sincere and dedicated to its work, and any democratic system's

flaws may be fixed to the people's complete satisfaction. The smooth operation of democracy may be seriously threatened by media that is biased, dishonest, and favours just one side or a small number of people. No one can achieve perfection; perfection is something that must be pursued. The same is valid for our media as well. There is definitely certainly a lot of room for development in terms of how the media can meet the expectations of the people for which is primarily intended.

There is disagreement on the media's significance and function in a democracy. India is the largest democracy in the world, and it is generally acknowledged that the media is quite strong there. The Indian media has received a lot of criticism recently for failing to uphold its duty to exercise social responsibility. Risky media business practices have impacted the foundation of Indian democracy. Initially believed to be an agent of good in social change via developmental initiatives aiming at lifting the weakest sector of society, multinational media organisations have stretched its wings in the Indian market with their own global interests at the expense of truth and accuracy just display the truth. However, inflammatory reporting or propaganda has occasionally sparked riots in communities. Apathy and insensitivity are fostered by the constant repeating of the news, particularly spectacular news. Even though media has occasionally been a good watchdog of government actions and has helped with participatory communication, much work still needs to be done.

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