



ROLE OF MEDIA

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The word media is derived from the word medium, signifying mode. This word was first used in respect of books and newspapers i.e.; print media and with advent of technology, radio etc. Media in aspect of law, media law is not a term of uniform and separate law like any other law. It is a variety of law and ethics which considered most important for a working journalist and a media industry.

‘Media is considered as “mirror” of the modern society, infact, it is the media which shapes our lives.’

In today’s world, media become an essential part of our life and shaping or creating the opinion of people’s. Power of speech is a pleasure to listen to people and to express the feeling of one and another on all topics. Freedom of expression has always been emphasized as a special right for the democratic, economic functioning of the society. This is been included in Article 19 (1) (a) of our Indian Constitution i.e.; the freedom of the press and also having reasonable restrictions as provided in Article 19 (2) of our Indian Constitution.

Case: Shreya Singhal vs. Union of India¹

¹AIR 2015 SC 1523

Under this case, it is held that the Section is unconstitutional also on the ground that it takes it within its sweep protected speech and speech that is innocent in nature and is liable therefore to be used in such a way as to have a chilling effect on free speech and would, therefore, have to be struck down on the ground of over breadth.

Section 66 A of the Information Technology Act 2000, is struck down in its entirety being violative of the **Article 19 (1) (a)** and not saved under **Article 19 (2)**.

Section 69 A and the Information Technology (Procedure and Safeguards for Blocking for Access of Information by Public) Rules 2009 R constitutionally valid.

‘Media takes discipline not to let social media to steal your time.’

Media helps to convey the strong message towards the world about what is wrong or right. Media is most powerful tool for conveying our thoughts towards the world, and help to developing or developed countries. Our today’s generation is relying on media mostly and spend most of the time with it only. It affects them in both the aspect good as well as bad and this effect is all depend on their thoughts and mindset, in what manner they all take it. Media helps to create awareness to all over the world in all aspects.

Media’s work was and still to provide all relevant information to the public at large about occurrences in the countries and world. And this is one of the greatest advantage of media to spread awareness to each corner of all over the world. Media



should equalize all the news whether it is local, national and international. Media should not be biased from any one of them and spread full and fair occurrences of the actions on time.

‘If the liberty means anything at all, it means the right to tell people what they do not want to hear.’

Control of a media on society:

The media becomes the addictive to this generation because this forming the trap for the youth and changes the way how to today’s people mainly new generation behave or communicate with each other.

In today’s world youth have both aspect positive as well as negative. And on the time of today’s world many fake news are also in the existence. Because of these fake news youth gets attracted and this influence provoke them to committing the crime or reacts the fast on non-valuable issues. This fake news conveys the misinformation and becomes dangerous as the smearing hateful propaganda.

If the media want them, they have the power to make the innocent guilty and guilty innocent. This media controls the mind of almost the world as hole. Because of all this, people are unable to fully rely or believing on media and start doubting and raising the questions on media.

Media criticize the government and act like the watchdog for the betterment of the country, in democracy. It even specifies the particular work done or contribute by the political party in the development of the country and provide hard competition. Because of this media the hard competition

converted into healthy competition which provide a benefit to the common people.

Case: Sakal Papers vs. Union of India²

The daily Newspapers (Price and Page) Order, 1960, which fixed the number of pages and size which a newspaper could publish at a price was held to be violative of freedom of press and not a reasonable restriction under the **Article 19 (2)**. Similarly, in **Bennett Coleman & Co. Vs. Union of India³**, the validity of the Newsprint Control Order, which fixed the maximum number of pages, was struck down by the Court holding to be violative of provision of **Article 19 (1) (a)** and not to be reasonable restriction under **Article 19 (2)**. The court also rejected a plea of the government that it would help small newspapers to grow.

Case: Brij Bhushan vs. State of Delhi⁴

The validity of censorship previous to the publication of an English Weekly of Delhi, the Organizer was questioned. The court struck down the Section 7 of the East Punjab Safety Act, 1949, which directed the editor and publisher of a newspaper ‘to submit for scrutiny, in duplicate, before the publication, till the further orders, all common matters all the matters and news and views about Pakistan, including photographs, and cartoons’, on the ground that it was a restriction on the liberty of the press. Similarly, prohibiting newspaper from publishing its own views or views of correspondents about a topic has been held to be a serious encroachment on the freedom of speech and expression.

² 1962(3) SCR 842

³ AIR 1973 SC 106

⁴ AIR 1950 SC 129



‘Education is the passport to the future, for tomorrow belongs to those who prepare for it today.’

Role of media in aspects of education:

Today’s world facing problem like information explosions and population explosions. Information explosion refer to the explosion of knowledge. Today all over the world, the social and technological changes taking place sharply due to expanding the world of information.

With the explosion of knowledge, there is continuous increase in the explosion of population too. In today’s world, demand of education increases year by year as the countries expanding and comes in the list of competitive line all over the world. India is facing serious difficulties both from population as well as information explosion. Information explosion is necessary because education makes an individual more creative, efficient and active in his life for his better future.

Precedence:

In today’s world it is easy to keep an eye on current affairs, get easily all breaking news and also stay up to date with all over the world with the help of smart phones, computers, televisions etc. While staying up to date, able to see what other cultures have to offer and this may help for teaching Childrens about other cultures as her. Therefore, it is a great tool for helping up to date and also contribute towards the children's education.

The biggest advantage of media is to spread the news all over the world between public at large within a few minutes. The media also provide a first mover advantage before

facing any problem and warn us of impending whether, dangerous situation in a city, a state or a country. The media has the resources and right to expose justices, corruption or abuse of power that an average citizen would never be able to expose and this may help to change our country positively. The media has uncovered events where elected officials have been using government workers to campaign for them while they are supposedly working on the government business.

After the Nirbhaya Case the media started the several awareness programs and several self-protection classes to support the women safety and this goes on very high level. All government faced very negative feedback from public. Thus, the government had no chance left, now the government started to make policies and laws for women safety. Thus, media have a significant role to bring a revolution in the Indian Parliament to take the steps against the rape cases.

As we all know media act like a fight on behalf of the girl of Nirbhaya Case. If media would not highlight it, the hidden problem of rape cases would be eye sighted by the government and common people. Media supported her to get the best treatment by accusing the failure of the government not to save her.

Drawbacks:

As we seen the precedence of media but together with it, we have to accept some bitter truth of media also (ie; drawbacks). As we saw the Nirbhaya Case full of advantages of media but here we can see some drawbacks that is:

After the one year the voice of media murphed under beneath the ocean on the



name of going down the Television Rating Point (TRP) and fame of the politicians and the government.

Nowadays, media (news channels) focus on their television rating point only they do not have any concerned about, any truth of the matter. They only show the breaking or highlighted people like the superstar etc. They do not work to uplift the hidden talent between the common people. They do not have to show the news on full day basis “like the news of Salman Khan” last month on the repetitive basis for the full day which was not relevant for our country. Because there was more news which have to be run on news channels. We can accept that most of the news channels which support several programs like clean ganga etc. But they don’t give the monthly update report on these programs to wake up the general people. They remember these statistics only during the election period. We know our politicians are corrupt, but we have to accept it also our is corrupt and partial too. Most of the reporters find some very big winning problems which are not disclosed in our country till now. But their superiors reject the news due to their higher television rating point because they have the fear to get fall in their television rating point, they do not show the truth.

Another famous example of Bal Thackeray, under this example Bal Thackeray made the cartoons against the famous politician of his time to publish in the newspaper. But his superior rejected his proposal due to the television rating point and the influence of that same politician and after that Bal Thackeray fired from his job.

The media does not want to misguide the public but due to the presence of question mark of every news and lack of information leads to misguide the public.

Conclusion:

**‘Technology is a drug.
We can’t get enough it.’**

The media allow access to an incredible amount of information and continues to become very integral to the lives of many people and the world become more globalized.

The media is a market place of thoughts and ideas, so they should hear broadcast and promote different viewpoints from different parties, whether it be social groups, political parties, religious organizations etc. Through media, publicity role can access the public on a widespread basis and draw attention to themselves- for better and worse.

Media has a very strong role to provide to the public an opportunity to hear all sides of a story- not just what is included in ministerial media. The media have a duty to import information which is fair, accurate and contemporaneous when it comes to reporting legal proceedings.

Media contribute towards the economic and political development of citizens in any country in the world. It creates a broad range of information and communication to the citizens on the various developmental issues in their country. Media is an important factor in promoting democracy and the rule of law only if it will be given the opportunity of freedom of expression and to deliver message to the people without being



oppressed or intimidated by the authorities of the respective countries or any entities that have the authority to prevent information from the people.

The media also expose the loopholes in the democratic system, which ultimately helps the government to fill the Vacuum of these loopholes and to make the system more accountable, responsive and citizen-friendly. A democracy without media is like a vehicle without wheel.

