**M.A. DEGREE EXAMINATION, DECEMBER – 2019**

**First Year JOURNALISM AND MASS COMMUNICATION**

**Paper 1**

**Introduction to Communication & History of Journalism**

**Assignment 1, Question 4**

**“**Explain the nexus between Mass Media and social change**”**

Nexus between Mass Media and social change

**Introduction**

Social change is a symptom of the changing social structure and cultural patterns within a society and is a general phenomenon that happens all the time in every society. In other words, s**ocial change** refers to any significant alteration over time in behavior patterns and cultural values and norms. By “significant” alteration, sociologists mean changes yielding *profound* social consequences.  Media can be vehicle of social and cultural change. Experts observed that “Socio cultural change is the goal of development communication.

**Role and Function of Mass Media as Supporting Social Change**

**First**, as a giver of information. In this case the function of information delivery can be done alone by the media. Without the media, it is unlikely the information can be delivered accurately and quickly. Here the media act as public 'watchman,' by providing surveillance of the near and far environment.

**Second,** as decision-making. In this case the mass media play a role as a support which requires discussion groups that will take a decision, besides that it expected a change in attitudes, beliefs and social norms. This means that mass media play a role in delivering information as a discussion, to convey the message of community leaders and clarify the issues that it conveys.

**Third**, the media serve as educators. In this case, the media can increase the level of public knowledge.

**Examples for Use of Mass Media in Social Change**

There are many examples for the effective involvement of mass media in social change from across the world.

1. One of the first examples of using media for social change and development is for adult education in Canada through farm radio forums. From 1941 to 1965 farmers met in groups each week to listen to special radio programmes. This model of adult education or distance education was later adopted in India and Ghana.
2. In another example, instructional television was used successfully in El Salvador during 1970s to improve primary education.
3. In Korea, the Planned Parenthood Federation successfully lowered the birth rate improved the life in villages by educating the women through interpersonal communication.

**Conclusion**

Mass media can promote more participatory development on different levels. Media can involve large number of people in social change. It can persuade progressive values and finally it can transform the society from tradition to modern by developing it as information community.

**References**

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There are communication gaps between media and society. What is more important is bringing awareness at different level. India requires communication on more coequal basis is ethically correct and practically more relevant and useful.” (23)

Thus there are many challenges for bringing social change in India. At present mass media is not properly useful for promoting sustainable rural development. Hence the future perspectives can be more progressive if media’s power is properly harnessed. It has been rightly observed that the social capital be built by forming self groups for collective action under the guidance of NGOs and that the presence of social capital is crucial for the successful functioning of participatory programs.” (24)

which means rich in information and advanced in technology. Information automation and use of mass media only can be way for future change

The mass media serve as the vehicles through which people relate with each other. Society relies on the mass media as a teacher and guide to pass institutionalized beliefs and patterns of behaviour to all members of the society as the acceptable norms and ways of conduct adopted as standard approach. As a matter of fact, mass media are a force for bringing about information that is expected to transform people's approaches to issues, irrespective of their personality. The agenda setting theory has clearly demonstrated that the dominant view held by a large number of people in society is the image created by the mass media through consistent reportage of that issue and through that the media change the view and attitude of people. Thus it is safe to say that the mass media is one of the main pillars of a democratic society.

The developing telecommunication

services and transport facilities have also facilitated news reporting

even from remote and forlorn places, and quick transmission and

dissemination of news resulted in prompt and wider circulation of the

newspapers with better news contents.

The expansion of the newspapers has led to the growth of

press-related specific jobs and has boosted the profession of

journalism.

From 1990s India has witnessed an explosion in electronic

media, online news services.

Media has acquired such great control on the mind of the masses that it now controls and shapes the liking, disliking and interest in different segments of news items to a considerable extent. Compared to the print media, electronic media has grown faster in view of advantage of visual impact enjoyed by it In India, almost all newspapers are accessible through the Internet and provide up to-date news and information not only relating to India but other parts of the globe as well.

The media in India has always been at the forefront of national life. Even though

there has been a considerable erosion of ethics over the decades

since independence, the basic values adhered to by the Indian Media

over the ages, still continue to inspire.

there is a very cose relationship between the modern india’s

struggle for social and political emancipation and the origins, growth and

development of the print media (Press) in India

The Press in today’s media scenario has become instrumental

in setting the political, economic, social and cultural agenda of the

country.

Today, the structure of India’s print media maintains a

product line which is amazingly diverse array of languages,

management set up, topics and news contents.

The last thirty years have seen rapid transformation in media with the arrival of digital computers such as the internet. New media has been used extensively by social movements to educate, organize, share

cultural products of movements, communicate and more. New media has been a great tool in the democratization of information by using websites, blogs and online videos to demonstrate the effectiveness of the movement itself.

The media in general was originated on Indian soil in the last quarter of the 18th

century during the East India Company’s rule.

As the freedom movement gained momentum, the Press in India grew and

expanded to keep pace with it.

India is the world's largest democracy. Its mass media culture, a system that has evolved over centuries, is comprised of a complex framework. Modernization has transformed this into a communications network that sustains the pulse of a democracy of billion people. India's media evolution is nearly unmatched in world press history. India's press is a metaphor for its advancement in the globalized world.

Read more: <http://www.pressreference.com/Gu-Ku/India.html#ixzz65QZbGvxd>  
  
Read more: <http://www.pressreference.com/Gu-Ku/India.html#ixzz65QZRF3u6>  
  
Read more: <http://www.pressreference.com/Gu-Ku/India.html#ixzz65QZLwoss>

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2. Gerald Stone, Michael Singletary &Virginia P. Richmond. “Clarifying communication theories,” 2003.
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The Audit Bureau of Circulation in India, founded in 1948, is a non-profit association

consisting of publishers, advertisers and advertising agencies. Its headquarters is in Bombay. Its function is to devise and lay down a standard and uniform method by which member publishers shall compute their circulation.

The notion of a national Press Council in India was introduced by the First Press Commission Report of 1954. The Press Council of India was first constituted on 4th July, 1966 as an autonomous, statutory, quasi-judicial body, with Shri Justice J R Mudholkar, then a Judge of the Supreme Court, as Chairman. The Council is a body corporate having perpetual succession. It consists of a chairperson and 28 other members.