

# International Multidisciplinary Research Journal

## *Golden Research Thoughts*

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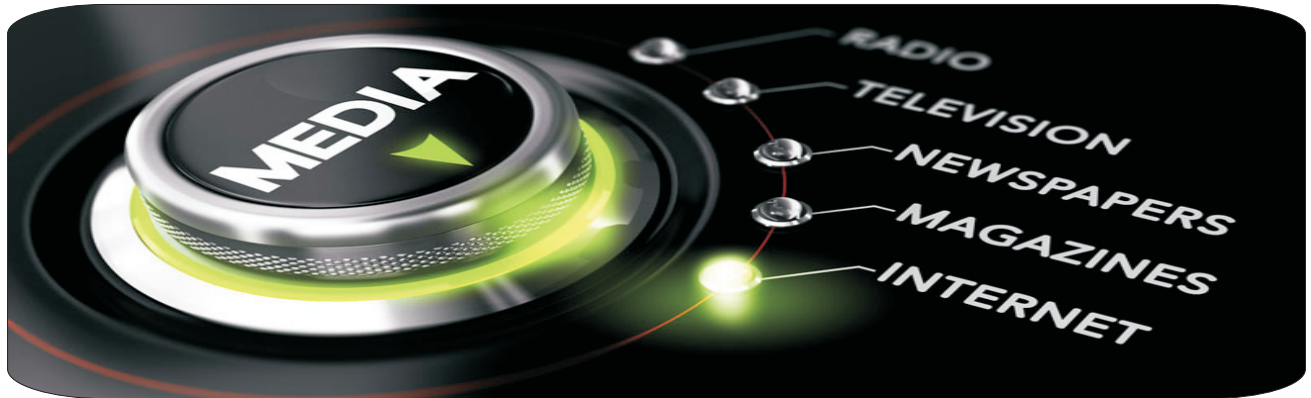
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## MASS MEDIA AND SOCIAL CHANGE A CASE STUDY OF KARNATAKA



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### ABSTRACT

Generally mass media has been identified with technology oriented electronic media such as Radio, Television, Internet etc., along predominant role in social change. .

**KEYWORDS** : Mass Media , Social Change , Television, Internet .

### INTRODUCTION

Mass media are used as channels of mass communication . The main aim or function of mass media is to inform educate and motivate the people to accept new ideas and technologies so as to increase their living conditions and status.

### TELEVISION :

Among all, Television is the most powerful media in the electronic media . It almost succeeded in quickening the pace of development and education.

From the very beginning television has been perceived as a potential tool for imparting education and an agent for social change.

### RADIO :

Radio a Senior component of electronic media has maintained a very good influence, By and large it covered almost all parts of our country reaching public everywhere Besides Providing

information, preserving art and culture it is also playing a very important role in imparting education. It has significantly contributed towards national development.

### **NEW MEDIA :**

In recent times revolutionary changes have occurred in the field of mass media revolution in information technology has reduced huge globe into a small village invention of Mobiles, Internet, blogs in this sector have shrunked the world to fit in the first.

### **WAYS IN WHICH MEDIA CAN BRING SOCIAL CHANGE :**

Since today we have better platforms to showcase our opinions all these forms of medias put together can help in generating positive interaction and by being agents of social change .

- Making people more aware of their rights and entitlements.
- Enabling people to have access to government programmes, schemes and benefits.
- Providing a discursive space for citizens to dialogue with other actors in the governance process.
- Educating the public on social, economic and environmental issues.
- Creating pressure for improved government performance, accountability and quality for example in Service delivery.

### **REVIEW OF LITERATURE :**

The following were the major efforts at research in the subject which have been referred for the research purpose.

1. Dr. Nabi Buze Jumani (2009) discusses in his paper the role of information media with specific reference to rural development to bring about a change in the quality of the life of rural people in Pakistan. The utility of radio as a media of information transfer for assisting in rural development has been established world wide and there are several ways in which the technology of communication media can be used to further the education. The important use of broadcast media is their contribution to the educational systems in both formal and non-formal education and also has brought out how effectively a radio could be used in rural development.

2. Vandana Kumari (2011) conducted her study in the Mirzapur village with a sample of 60 respondents. Her study was based on a household survey using a schedule and personal interview and adopted purposive sampling method to find the "Impact of Television programmes on rural women". Thus from the study it was concluded that rural women are an important part of our country. Because of their busy schedule they have no time to watch television and therefore it does not impact on the life of rural masses especially the women.

3. Omolade Obukohwo Sanni (2013) examined the influence of broadcast economic programmes in rural communities in terms of economic knowledge training and management using a survey method among Inside community in Ikorodu Local Government area, Lagos State and Ikcreku community in Akinyele local government area, Oyo state, Nigeria. The study was based in development media theory and agenda setting theory. The study finds that respondents get enlightened through information disseminated in the economic programmes aired by radios and television thereby improving their standard of living economic standard and development in their

communities and concludes that informative attributes of broadcast economic programmes improve their awareness in terms of economic knowledge training and management.

**SIGNIFICANCE OF THE STUDY :**

The mass media have exerted and are still exerting great influence on a wide range of political and social issues as powerful communication tools.

Mass media can play very important roles in influencing politics. Scholar in both political science and communication studies have conducted considerable research to explore the interaction between media and politics.

**CONCLUSION**

The influence of media on society has been growing fast. Renewals in the community. The mass media is one form of technological advances in the field of information and communication.

Effect of different media to reach individual. The information received from the media is affecting the social and cultural life of a society both in the proportion of his attitude and behavior.

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