

ROLE OF MEDIA IN CREATING AWARENESS AND IN DEVELOPMENTAL PROCESS

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“Propaganda is to a democracy what the bludgeon is to a totalitarian state.”

— Noam Chomsky

ABSTRACT:

Media has important role in bringing awareness to the people, for them to participate in democratic process and development for all. Without people’s participation democracy and development is meaningless. Besides Print, Electronic and Social Media which has the most significant role in creating awareness, we can also bring to notice the alternative media for the underdeveloped and rural areas for effective means of communication where there is no proper reach and access of mainstream media. It not only connects people with culture and carries information’s on contemporary themes but also will help to revive the art form of the folk media. Media has to make aware of various social, political and economic issues that will show and lead to bare truth and harsh realities of life, exposing the loopholes in the democratic society. Despite challenges, the ultimate goal of media should be to serve the public interest against malpractice and create public awareness.

Introduction

Today media has become an intrinsic part of human civilization which has large scale repercussions in day to day life. The role of the media is all the more important in a democracy. It will also not be wrong to state that a democracy cannot exist without the media. For a democracy in order to function properly the information through media, print and electronic and digital should get to the population in a correct form. The form may be electronic, digital or print. Nowadays social media, a form of the media, is gaining importance. The social media is preferred by the young and hip. It is also preferred by people who want to access information they need, in their own way, in the form they want and at their own convenience. Celebrities also prefer to clarify their stand or give their views through social media. Although, social media will not in any way wipe out the print and electronic media in anytime soon its role is gaining importance by the day. Social media like facebook and twitter are dissipating information in the time of disasters, both manmade and natural. In earthquake, floods, mud slides and terror strikes, social media keeps the decision makers, near and dear ones and the authority informed. In today’s world terror strikes have become a part of life whether you like it or not. In spite of the best laid out security plans the terrorist and their masters somehow find ways to infiltrate and create bloodbath, mayhem in whichever country they want to. It is not that anyone enjoys a good terror rampage, except for the terrorist handlers of course, but the social media is an important

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media tool which can be used between a terror victim and those not immediately affected. Popular social media can be used to direct rescue of the terror victims and keep dear ones informed, as in such situations one cannot always make a call. A call can indicate ones location to unwanted people in the immediate vicinity, like a terrorist who is lurking nearby just to kill anyone he sees.

Role of Media in creating awareness and in developmental process

The role of media is very important in bringing awareness to the people, for them to participate in democratic process and development for all. As without the people's participation democracy and development is meaningless. In under developed and developing countries the media plays a pivotal role in bringing development to the people. In developing and under developed countries there are still social mores and norms which are not necessarily designed for impeding development but can be a terrible hurdle in implementing schemes for development. All the good intention of a government can go to waste if the given people's fears and prejudices in a particular location are not addressed first by creating awareness about the schemes of development that the government is going to implement soon. A good example is Pakistan where the authority's efforts to eradicate polio from the country came to naught in the tribal areas bordering Afghanistan. The best treatment the poor tribesmen can afford, who lacks awareness on polio vaccination, is to threaten, chase and beat up the health workers, which are cheese cakes as the poor health workers in Pakistan are often shot dead. There are different forms of media that an authority can choose from that is the most appropriate for the time being or for a given a purpose to get development to the people in order to bring up the living standards in a given country, especially in the under developed and developing countries. The authority can choose multiple media forms for creating awareness among the people. In under developed and developing countries like India awareness is a necessary part of carrying out development. It is not a choice, it is a necessity, for which the government have allotted a large fund. In developing a nation health is an important factor that contributes to human wellbeing and economic growth. Half of the human race consists of women and if their health is left uncared for development whatever will not get far without their wellbeing.

The world maternal mortality rate has declined 45% since 1990, but still 800 women die every day from pregnancy or childbirth related causes. According to the United Nations Population Fund (UNFPA) this is equivalent to "about one woman every two minutes and for every woman who dies, 20 or 30 encounter complications with serious or long-lasting consequences. Most of these deaths and injuries are entirely preventable." UNFPA estimated that 289,000 women died of pregnancy or childbirth related causes in 2013. These causes range from severe bleeding to obstructed labour, all of which have highly effective interventions. As women have gained access to family planning and skilled birth attendance with backup emergency obstetric care, the global maternal mortality ratio has fallen from 380 maternal deaths per 100,000 live births in 1990 to 210 deaths per 100,000 live births in 2013. This has resulted in many countries halving their maternal death rates. While there has been a decline in world-wide maternal mortality rates, much more has to be done. High rates still exist, particularly in impoverished communities with over 85% living in Africa and Southern Asia. The effect of a mother's death results in vulnerable families and their infants, displacement of the family if they survive childbirth, are more likely to die before reaching their second birthday.

Although there are improvements but a lot needs to be done regarding Child Mortality rate or death of an under 5 child. This can be done by creating awareness on health which is part of development. Pneumonia, diarrhoea and malaria together are the cause of 3 out of every 10 child deaths before the age of 5 and nearly half of under-five deaths globally are attributable to malnutrition. According to United Nations report India's child mortality rate has dropped by more than half since 1990 but it still recorded the world's highest number of deaths among children below age five in 2013. The report, 'Levels and Trends in Child Mortality 2014', found that India registered 1.34 million under-five deaths in 2013, the highest in the world. The report also found that in 2013, the children under five died from mostly preventable causes. The leading causes being pre-term birth complications (17 per cent), pneumonia (15 per cent), complications during labour and delivery (11 per cent), diarrhoea (9 per cent) and malaria (7 per cent). Thus, to do anything on development, first taking care of health with special emphasis on child and maternal health is necessary.

Awareness through Advertisement

Awareness about health issues, building a road or about building a new school in developing country can be relayed through the radio, FM radio and through the television. It is necessary to choose multiple forms of media as there is no guarantee that a particular form of media will reach the people. In African and Asian countries there is most often no power to power an electronic gadget to function. Where there is power there may not be a television set to watch government programmes. Often there happen to be no television relay centre at all. The mode of the people can be gauged through volunteer activists on the ground and suitable action taken by the authority. Government schemes can be advertised in the papers where it has reach, in the radios or FMs and through television. Advertising is a powerful tool in moulding people's opinion and nobody knows this better than the marketing experts. In areas where girls are kept away from education the advertisements will create awareness about the benefits of it to a girl, for the society and the family. The awareness through advertisements can focus on education that is not in conflict with tradition and customs. In a country like India, which is multi racial, where people of Aryan to Dravidian descent, Australoid to Negrito descent and Mongoloid descent are domiciled, advertisements designed for a particular part of the country can be used keeping the sensibilities of a particular people in mind. Advertisements on simple health tips like keeping a child warm with caps and socks, washing one's hands before and after eating, using sanitary pads for women and girls and washing one's hands after going to toilet can be put out to create awareness on health.

Awareness through social media

Most of the young population and majority of the people in urban areas in a developing country like India have access to some kind of social media through laptops, desk top computers and their mobile phones. But at the same time using social media does not absolve them from social restrictions, cultural taboos and others to open up their minds to new equations that development, better health care and education that are parts that development will bring in. Also their own background and attitudes may prevent them from soaking up benefits that development will bring in. Like, in a given rural village with mobile telephone coverage in India where there is no road and people have to communicate daily either on foot or on draft animals, the building of

a road will change the social equilibrium. The village headman will fear losing his grip over the villagers who simply used to follow his dictates. He will no longer be able to command the votes of the villagers in an election. In such a situation one can imagine what kind of power the village headman enjoys. In this scenario creating awareness through social media in order to make the people welcome development is most prudent which is cost effective. Media in the form of mobile phone SMSs can also be used in order to reach a large number of people as in under developed and developing countries like India a large section of people still use a basic or entry level black and white mobile handset. Through the efforts of successive governments in India, the authority has created inclusive primary education system thus making the people at least read and write. But the problem is, they are awfully ill informed, misunderstands government development schemes and are prone to believe in rumours. The people are still superstitious. There are instances of human sacrifices due to blind faith in India even in the 21st century. In such a scenario social media will play a big role in bringing development to the people by making the people aware of what they are going for and where they will get to.

Awareness through folk media (Alternative Media)

In under developed and developing countries folk media is an effective means of communication which plays an important part in a society. Folk media, especially in rural areas, help in giving social messages, spread news and help in building democracy. It not only connects the people with their culture and language it actually revives the art form that folk media is. Folk media like drama are staged at festivals and venues of worship. They can spread awareness by carrying messages of development through traditional drama at traditional venues where village folk gather. Traditional folk themes can be interspersed with more contemporary themes like women's health, benefits of a good road and bridges, better access to health care, better access to the authority and in a democracy better awareness about one's rights and value of one's vote. Street plays can be staged on the themes of education, girl child, and healthcare, especially of women and about the rights of the people.

1/ Travelling theatre (Mobile Theatre)

Travelling theatre is also a folk media that is of importance in a developing country like India. Travelling theatre has been entertaining the rural folk for centuries and the urban people till the recent past. The person who runs the travelling theatre knows the nerve of the villagers in India. They know what and how to entertain them. In India they can be tasked with the job of carrying the authority's messages to difficult to reach remote areas about development. It often happens that people living in the most remote, isolated areas are the ones who resisted any kind of change to their lives, even if for the better. In such a case a travelling theatre is the most appropriate media as it will be welcomed by the villagers who are familiar with it. The travelling theatre's actors and management will first have to be specifically briefed on the subject, aims and objectives of the job at hand by the authority. After the objective is clearly established, the next task is how to present the aims of the government in bringing development in a message form that the people of a given area can understand. As improvement in health care is part of development, it cannot be ignored. There cannot be development without improvement in health care. In under developed and developing countries, health is particularly a worryingly persistent malady that refuses to go away. Along with vector borne diseases like Zika virus, malaria, filarial and others, the health of women and child is in pathetic state.

Travelling theatre especially tasked with spreading the message on health can be sent to rural areas. After the people in a given area in which the government aimed to take, carry out schemes are sufficiently sensitized about the need to improve living standards the authority can go in and do their job.

2/Awareness through public announcements

Public announcement is also a kind of folk media. From very old times this has been used in most of the civilizations to give the news of victory in war, birth of a prince or the death of a king. It still is being used and can be used to spread awareness. Announcements in village squares are still made in India. This media can be used to let the people know about the different development schemes that the government is bringing. The schemes can be on health, building a road or a bridge, a hospital or a primary health centre.

3/Puppetry

Puppetry is another form of folk media that is equally entertaining and informative that has been in use since long in India and still is. Puppet shows follow a story, a popular legend or a folk tale and end with a moral or social message. Messages on women and child health care, people's rights and others can be incorporated in the tales. Puppetry as a media form is no problem as it is already in a form the people understands. Children, adults, aged all enjoy puppet shows. But in a country like India where the topography varies from snow covered mountains to the Thar desert with tropical rain forest in between, the people's race, customs and tradition, language also varies. Thus using puppetry media in the NE Region of India will not do as it will in Rajasthan. In NE Region of India puppetry as a folk art form do not exist.

4/Paintings and sculptures also form an integral part of traditional folk media.

This is a form of expression without words or music. Paintings and sculptures are not just images but give us a clear idea of what the people face in a societal setup, their problems, their struggles etc. Traditional folk art form like Madhubani painting or Mithila painting and Santhal tribe painting can be used for effective communication for development and for creating awareness to reach the targeted area or group. Madhubani painting is a style of Hindu Painting, practiced in the Mithila region of Nepal and in Indian State of Bihar. Painting is done with fingers, twigs, brushes, nib-pens, and matchsticks, using natural dyes and pigments, and is characterized by eye-catching geometrical patterns. There are paintings for each occasion and festival such as Birth, Marriage, Holi, Surya Shasti, Kali Puja, Upanayanam, Durga Puja etc. The painters are usually women and this is an added advantage as they are more approachable by the village women. Information about child and women's health, education can be incorporated into the paintings. Getting the required information into the paintings should not be a problem as the Madubani painting take almost all occasion as its subject. Santhal tribe painting- Santhal are the largest tribal community of India who live mainly in the states of Jharkhand, West Bengal, Bihar, Odisha, and Assam. Their art depicts figures on a single flat plane and tell stories with clear cut images. The images may be humans, animals, trees, flower or rocks with diagrammatic form. In this art form too information on health, benefits of going to school and good roads can be embedded to make it reach the targeted population.

5/Bhaona

Bhaona is a creation of Mahapurusha Srimanta Sankardeva, written in the early sixteenth century which he used to convey religious messages to the villagers. Bhaona is prevalent in Assam, India. The plays of Bhaona are popularly known as Ankiya Nats and their staging is known as Bhaona. The Bhaonas are generally staged at Satras and Namghars in Assam. There are some special characteristics of Bhaona like the plays, dialogues, costumes, ornaments, entry and foot-steps of the characters. These characteristics help to differentiate Bhaona from other plays. This traditional form of entertainment which the great personality of Assam used to deliver religious messages can be infused with messages on health, economy, agriculture and other aspects of development.

Awareness through cinema/films

Cinema is a popular media that have entertained generations. Cinemas can carry snippets of information and pictures about development the government is planning to bring in. In this case the authority can tie up with the cinema producers. The messages can be presented before an entertaining film starts. In this way people of all sections will get the message as all sections of people enjoy watching a good movie. In a short span of time a movie will deliver messages to the viewers about a complete story without actually dwelling over the whole time span that a story tells. Therefore it is an effective powerful media which entertains and teach as well. It can be used to bring effective social change. Well made movies make people change their opinions overnight and let them think out of the box. Movies have the power to energize a movement and hurl them towards a logical conclusion.

Awareness through popular personalities-

Popular actors, writers, artist, theatre personalities and comedians can be carriers of messages of development. Actors, especially within the state or district where they stay have the power to influence opinions at the villages and small towns than those of international fame. Villagers feel a connection with a local actor more than that with a Hollywood superstar.

Role of media in democracy

Since the 17th century the fourth estate has been a forum of public discussion and debate. Media plays a crucial role in shaping a healthy democracy. It is the backbone of a democracy. Media makes us aware of various social, political and economical activities happening around the world. It is like a mirror, which shows us or strives to show us the bare truth and harsh realities of life. The media has undoubtedly evolved and become more active over the years. It is the media only who reminds politicians about their unfulfilled promises at the time of elections. T.V news channels coverage during elections helps people, especially illiterates, in electing the right person to the power. This reminds politicians of their promises in order to remain in power. Television and radio have made a significant achievement in educating rural illiterate masses in making them aware of all the events, in their language. Coverage of exploitative malpractices of village heads and moneylenders has helped in taking stringent actions against them by the government. The media also exposes loopholes in the democratic system, which

ultimately helps the government in filling the loopholes making it more accountable, responsive and citizen-friendly. A democracy without media is like a vehicle without wheels. In the age of information technology we are bombarded with information. We get the pulse of the world events with just a click of a mouse. The flow of information has increased manifolds. The perfect blend of technology and human resources has not left a single stone unturned in unearthing rampant corruption in politics and society. Technology has also brought a revolution in journalism. In a democracy right to free speech is exercised but at the same time it is necessary for the speech to get to the people so that they can form their own opinion. If the access to information is blocked or presented late it is of no use as the issues will be long gone. People will not be able to form their opinion which will result in a flawed democracy. Unpopular leaders will get into power that will give rise to corruption, nepotism that will ultimately bring down a country's worth. Thus access to information is essential for a democratic society which ensures that people make responsible, informed choices rather than acting out of ignorance or misinformation, and information also serves a checking function. It is well known that media overlaps other functional areas of democracy and governance. For example, support for media may yield results in governance activities, particularly those related to decentralization, anti-corruption, and citizen participation in the policy process. The rule of law may be further institutionalized by support for an independent media that keeps a check on the judiciary, reports on the courts, and promotes a legal enabling environment suitable for press freedom. Free and fair elections conducted through transparent processes require a media sector which gives candidates equal access, and reports the relevant issues in a timely, objective manner. If media is to have any meaningful role in democracy and governance it must be free and independent from the control of government. But on the other hand if the media is shackled it will not be a democracy at all. The ultimate goal of media is to serve the public interest. The public interest is defined as representing a plurality of voices both through a greater number of outlets and through the diversity of views and voices reflected within one outlet.

What changes and transformation can media bring about in our society?

changes that can be brought about by the media are immense, provided it is free and unshackled from any form of censorship. The censorship need not necessarily be by the government. The media has been sometimes kept within a fenced area in various times by religious fundamentalism, so called social organizations, powerful and influential politicians and the mafia. A free media will bring information to someone who was unaware of what his rights were. A media can be in any of the following form – print, i.e., dailies, magazine, newsletters and leaflets, electronic-news channels, audio recordings, multimedia presentations, slide presentations, CD-ROM and online content, news media- digital media. The varied form of media is a tremendous advantage in a democracy and for bringing in transformation in a society. A given form of media may be suitable for a particular person. For example a blind person will not be able to see a video recording of something important for him. In such a case an audio recording with the requisite information will be better for him, as in a video recording the visuals do not necessarily accompany an audio. Therefore the varied forms of media give people the freedom to form their opinion regardless of whether one is differently abled or not. The changes and transformation that media can do and its impact can be better seen in a democracy and developing country. India in spite of being perhaps the most chaotic democracy, the power of democracy has helped in building democracy. The media has brought transformation in the

health sector, education and infrastructure. It has changed the opinion of the people, overcome superstitions, misgivings about health care. There has been tremendous improvement in maternal care and control of child mortality rate. This is the result of the government's effort in using the media in a proper way that presents the views of the government for the greater good of the public. In India, in the health sector, especially child care and maternal health, and education, the government has made use of various forms of media which included folk media.

Advertisements are given in national, state and local dailies. The local dailies used by the government are mostly vernacular so that people with even primary education will not find it difficult to read it, that gives him/her the correct information about health and education. NGOs and volunteer groups are engaged to take the required information and cover those that are missed by the advertisements through the use of folk media like street plays and public announcements. Also the media has been tipped off from time to time about major launching of vaccines and education schemes. The government at the local levels has been doing media sensitization about coming health programmes and educational initiatives. Due to the prudent use of media, India has achieved a great leap in health and education of its populace. The transformation, changes or result is now here for all to see- India was officially declared 'Polio Free' by the World Health Organization in 2014. India is one of the 11 countries in the South East Asian region which have been certified as being free of the wild polio virus. In this age of ICE- Information Communication and Entertainment most of the things in the 21st century cannot escape from its grip as it is the very force that propels the human civilization of the this century. The media which is part of ICE has also brought tremendous transformation to education in the under developed and developing countries. The media has changed the outlook of the general population on education, particularly girls, maternal health and family planning in case of India. In India the media and media activists, and most importantly the government itself has used the media for creating awareness on education, maternal health and family planning. Due to the pro-people media in India, which can be print, electronic or folk, now most of the mothers know when to take her under five years old child to the nearest polio vaccination booth for vaccines and vitamins.

Obstacles faced by media and journalists in dissemination of information

There are obstacles and it will always remain in some form or another. Even in the 'freedom of speech' practicing countries instances arise when the media is curtailed. Most of the obstacles in the path to free speech are coercive. The coercion can come from draconian governments, such as in some African countries. The mafia is also a major force that prevents journalists from working freely in disseminating information. Like, when a journalist is working on the nexus between local politician and the mafia in order to rig a coming election he/she can be physically assaulted or even killed. It is an established fact that journalist are routinely killed in developing countries. In NE Region of India, Pakistan and some African countries militants who claim to work for the welfare and aspirations of a particular tribe will threaten the media houses and journalist not to carry any news of their wrongdoing. Militants often pressurise the journalist to only present their point of view. Government agencies, police and military intelligence also trouble those journalists working on the ground where there are riots, ethnic tension and scams. Government agencies often ask for information that is not available with the journalist. On failing to give the information asked for, the government agencies will harass the

journalist. Radical political parties, social organizations and religion based association often attack media houses, harass editors, journalist and physically assault them for news that according to their view are not for the good of the society. Self appointed society guardians and moral police also create obstacles on the path of dissemination of information to the populace. Corruption in the media is also a major hurdle in dissemination of information with honesty. There are most often than not inducements for certain news to be presented in a certain manner. The inducements and motivations may be said or unsaid. It can be in the form of proposals to make a compromise. Sometimes costly gift may be presented to a journalist. The motivation may be in the form of an all expenses paid luxury trip or straight forward good old cash.

How far is its reach? What is the impact on district, state and national level?

The reach of the media is deep in developed and developing countries. In India due to the reach of the media, a major government initiative on health, education and infrastructure has succeeded. Although there are some areas and sections to which the media in India has not reached. Also, there has been, on the part of the government and civil society deliberate attempts to prevent the reach of the media to some areas. These efforts are for the protection of an endangered group or tribe from pestilence and diseases. In India what is said by even a junior most political party worker in a remote part of the country is flashed across national television and dailies. Like, a junior politician expressing his views on cow slaughter for political mileage from his constituency. His view, although expressed for local consumption will be amplified the next morning in major newspapers at the national level. The impact can be catastrophic for his party in the next general election. As there is, of late, rampant proliferation of media forms. Due to this, information no longer remains at the local, district or state level, it is almost always national. In some cases a local happening may go viral on the internet. Like, the news of an honest taxi driver returning the handbag of an American tourist. The impact of the media is seen in making the people aware about happenings, their surroundings that concern them. Improvement in health care, improvement in hygiene, and change in voting pattern are the contribution of the media.

Prospects and challenges

The prospects and challenges in media lies in how seamlessly we can take information from one platform to another with the correct content. The information that is on electronic media will have to be made available on the print. Electronic media information will have to be available at the same time in the new media- digital, i.e., social media, SMS and web portals. In underdeveloped and developing countries there are tremendous possibilities for media professionals. They can put their ideas into how one can disseminate information from one form to another, taking it from one target group to another. In case of under developed countries a media professional will even be able to put his trademark by infusing his out of the box ideas into building basic infrastructure for the media. They can work in improving health, building infrastructure, finance, in improving law and order in a country through the media. In an under developed and developing country media professionals can aid in smooth functioning of democracy. Technology in 21st century the role of media is omnipresent for all positive and negative changes in the society no matter of geographical location but it depends on how media

functions in its duties and responsibilities in such situation. Media as a whole has its potentiality either to affect any social development or to get affected by the factors of the social change.

Contemporary issues

Corruption

Corruption in the media cannot be denied. The media houses and journalists working on the ground are always target of unscrupulous elements that are weary of giving the correct information to the people. The correct information can harm some politician's prospects in a coming election. A report on local crime scene can harm the business interest of a local mafia boss. Journalist succumbing to corruption will present views that are skewed and incorrect. There are always persons in the media that work for lessening the impact of information that was created by persons in lieu of money and other material benefits.

Sensationalism

Due to the saturated nature of the media in developed and developing world there is always the tendency to indulge in sensationalism. This has an adverse affect on the populace that absorbs the information. It can result in riots, chaos, a good candidate in an election may be defeated due to created sensation.

High levels of inaccuracies

There is also inaccurate reporting in journalism. The inaccurate information may be due to the short time between information collection and dissemination in various forms of media. These inaccuracies unless, it is a major mistake, or nobody complains or criticize it are most often left uncorrected.

Poor coverage of important issues:

Sometimes important issues are not covered by media houses due to the time it may take for research and high level of cost that will be incurred. There may be also no human resource to undertake it. An important issue may not be covered due to succumbing to political pressure and corruption on the part of the media. As media outlets are investing less in the quality of what they do and focus more on huge profit margins which do not serve the public, media houses forget their social responsibility. This issue needs to be addressed, if not, development and democracy will be undermined.

Negative aspect of media on development

Communal Riots at times takes place because of the excessive courage and constant repetition of sensitive and sensational news that helps to provoke some section of people in society. The illiterates are more prone to provocations than the literates. For instance, when criminal Dhananjay Chatterjee was hanged for his crime of rape and murder on August 14, 2004 by the authority there was repeated broadcasting of the news. Even the hanging procedure was shown in TV news channels. The children imitated this and a few died because of it. There are such other negative impacts as well. Media should take utmost care in airing or publishing such sensational news. Politicians too use the media to present his views for selfish gains and with a motive for unfair political gain. Commercialization has created a stiff competition in media. In order to outdo each other print media has often gone one step further in publishing articles, cover

stories, etc. on sex as means to attract readers who are glued to TV news channels. There is imbalance in favour of urban concentrations and prosperous areas. The rural population need to be informed, and in particular those in backward regions of the under developed and developing countries. The information can be in agriculture, forestry, road construction, marketing, the supply of credit and other inputs, so that the benefits of government programmes are more widely spread, thus reaching the targeted group.

Suggestions

In the quest for profit and high margins media houses must not forget that its first and foremost duty is towards the public good. As most things created by man, the media too is not perfect. There should be corrections and self censorship. The underprivileged like rural population and voter in remote areas should be covered. Information on agriculture, rights in a democracy, women and child health, education and such should be taken to rural areas, particularly in under developed and developing countries. Rural development must lead in the direction of empowering those sections of society who are in need of being empowered.

Conclusion

Role of Media in creating awareness and in developmental process is one of the most significant from the 17th century. This will continue to be so. There are efforts and there always will be self correction, self censorship by the media. The media have been a factor in success of democracy, implementation of health schemes and building infrastructure. Aberrations in the behavior of journalism are there, which cannot be completely eliminated. This can be kept in check by vigilant population, government and by the media itself.

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