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Rural Development and Media

Dr. Anand Wagh

Associate Professor,

Department of Lifelong Learning and Extension,
Dr. Babasaheb Ambedkar Marathwada University,
Aurangabad (Maharashtra, India)

Introduction:

The Rural development is an important factor in Indian economy. Our 70% population lives in rural area. So rural development is a burning issue for us. Education created general awareness among the people with the help of media. Media plays a vital role in dissemination of information. Media is the best and most powerful and effective means of communication. All the sectors of the lives have influenced by the media.

Rural development is the base of our national development and it is also the need of time. Rural development is depending upon so many aspects. To examine what role media can do for the rural progress; we have to understand the capacity of media, its scope and impact on the rural people. Media plays a vital role in developing countries.

The modern technology had changed the face of rural community in recent years. These changes are so fast that no one can count the impact of media on the people. Now whole world is like a small village due to new technology. The new information technology had changed the face of village with a high speed. Now there is a not big difference between village & city. Media covered city and village equally. Today's media had captured the mind of people and society. Our media is running fast from urban to rural due to the revolution of information technology.

Our society is a traditional society. Our society is full with different traditions. It had also created a beautiful culture through the traditions. Indian society had produced a clear and clean social atmosphere. But in these days television and mobile created a isolated society in rural area also.

The new media is creating a new culture and environment. It is full with information and innovative ideas. But is it authentic? It is only information or knowledge? That is the main question for discussion. Television and computers are responsible for taking human relationships away from

the family and society. New culture of the information is harmful for the society. Healthy communication is essential for the healthy growth of the community. Media had captured the whole life of rural people. Information technology had dominated the media worldwide. Media is creating the stagnation and isolation in the society. It would create the social and psychological problems among the people in the society. Now media is not only limited to the entertainment but it is matter of habits. So, it is not going to create healthy environment. Now media is the best medium of expression of the people in the world. It is the production of developing countries.

Media means T.V., Radio, Newspapers, Mobile, Advertising and print media. All they have their scope and limitations also. Social marketing is their main motto. All the parts of the media had incorporated in to social atmosphere. Cyber crime is the worst impact of media on society. There is a fear in the mind of the people about the media. Media had covered all the people in the country through T.V., Radio, different T.V. channels and print media. Through the 100 regional stations, All India Radio covered the major part of our country. Media is the best instrument of change in rural area but it should be positive and correct to the rural people but ideas are not perceived in correct manner. It is only the creation of imagination and artificial world which could be far away from the real rural life.

Media creates external environment. It has power to expose an individual and common. It is a change of agent. We can achieve the social change through the media. Media plays a role of mirror. It is the reflection of the society. Media guides to the society by showing the realities time to time. Indian media is person oriented; it is not public oriented. It is specialising in the cult of personality. Media ignores the main issues. It uses the colourful language for attracting the people. Media handles so many burning issues but nobody goes to the deeper roots of the problem.

Media person should have to follow the professional ethics. He should have to take the care of society and people also. Media can perform the consciousness among the people for their personal and social development. Media is an integral part of democracy. It has a close relationship with democracy. One can't survive without other. Media provides the power to the democracy. Media can improve the quality of government. It can change the public mind and work for the whole development. Media can help to the farmers about his production and trading. It can also create a demand for goods and change the minds of the people for buying the goods. Media is the best instrument of the social change. It can be destruct the social discrimination through its writing on bad traditions. Media can help to shift influence from age and traditional status to knowledge and ability. Media can help bring about equality, fraternity and liberty as well as greater respect for human dignity and make the ideal social change in the society. Social discrimination is harmful for individual and general. It is a blot on the society. So, the social reformation is expected by the media.

Media co-operated to the government to fulfil the new plans. It is also against the bad

traditions for e.g. child marriage tradition, dowry system, etc. In short media bring about greater equality and respect for human values in the political atmosphere. We have unity in diversity because there are so many castes, tribes and religions in our country. Each one has its own identity by their caste and religion but our national spirit is same. We are one if our way of living is different. There are many diverse culture streams. However, all should have to be cared with honour and respect. Media should not be showing the interest towards the biggest impediment in showing respect to diverse cultural streams is our largely misunderstood stress on main stream. Media creates confusion among the people in so many matters. It is not clear about the Indian culture and philosophy. Media should have to play the role for national integration and put the real face of our culture before the people. Indian culture and civilisation are the main components of the Indian society. Media should have to follow the responsibilities while advertising.

Society and media are two sides of one coin. It is quiet close relationship. Both are near to each other; one can't deny the presence of others. Media defining our lives and mobility of people, goods and services become easier, traditional cultures find themselves in a situation, where their environment is eroded and their relevance is questioned. This environment naturally breeds a sense of insecurity and alienation. So, media should have to preserve the valuable principles of the culture. To express the greatness of our culture, we need a bold media which could be covered to all the people in country fearlessly. It can be possible by taking mass media to masses and involving members of these cultural groups in media production. Such types of efforts are expected from the media. Government should have to change the advertising policy to support these small initiatives. Moreover, there is a need to organise the workshops & trainings, programmes to improve the skills of those who are producing small newspapers.

There should not be the political influence on the media because it would be created the particular political environment. The government has taken a good decision in the form of community radio. People got a platform through which they can address issues like health, education and public facilities related to their areas. The local people or community can get attention of the regional the national media through this platform. The government is providing the funds to help the cause.

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