

Unit -II

Media and Democracy



Learning Objectives

- ❖ Understand media and its classification
- ❖ Analyse the role of media in facilitating interaction between the government and citizen
- ❖ Know the ethic and responsibility of media
- ❖ Gain a critical sense of the impact of media on people's lives and choices.



"Let noble thoughts come to us from every side"

Introduction:

Traditionally, India has many folk form of communicating with people in rural areas. Harikatha, and koothu are originally a religious media form in which the stories were propagated. It is a collective form of music, dance, speech, storytelling with comic interludes. It has tremendous effect in communicating the messages straight into the hearts of the people. Then socially relevant messages were passed through this medium. Modern methods to address small and medium gatherings include seminars, dramas, public meetings and workshops etc. Print media has been referred to as Peoples University because they perform the role of

public informer, educate and custodian of public interest. Let us discuss about Media and its role.

What is Media?

Every individual person is a medium of expression. An individual interacts through the media to reach other individual and institutions. Media is generally the agency for inter-personal communication. Media includes every broadcasting and narrowcasting medium. Media is the plural of the word medium. Such a medium or media allows to communicate messages, thoughts, ideas, views, etc.