



CHAPTER-20

**MEDIA- The Mainstay of
Democracy**

CLASS VII

(27.7.20 TO 31.7.20)

INTRODUCTION

- *Media refers to various means of communication that helps in communicating to a large number of people at the same time. Radio, Television, Cinema, Magazine are all means of communication. Since they help in communicating messages to millions of people at the same time, they are called **mass media**. Today , it is difficult to imagine life without them.*



INTERDEPENDENCE OF TECHNOLOGY AND MEDIA

- *We live in fast changing times. Various developments in the field of communication technology, since the end of twentieth century , have left a deep impact on us. The latest technologies help media to reach out to the masses. The impact of technology can be seen on the billboards, newspapers, periodicals, films etc. The **Print media** has changed tremendously. In earlier times, raised and carved designs of seals were passed on wet clay or wax for printing marks to close agreements , records transactions etc.*



- *Chinese influenced the developments in the field of printing to a large extent. They invented paper. The hand- copied and illustrated books by Buddhist monks, gave it a further thrust. The German printer Johannes Gutenberg is credited with the invention of the first printing machine with a type mould. Gutenberg brought out the first printed Bible in the mid- fifteenth century . Today computers control the printing process where materials to be printed are fed into the memory of printing machines to print newspapers, magazines and books.*





ROLE OF MONEY IN **MEDIA**

- *Look at the picture of a newsroom or studio of a television channel. Notice the expensive equipments cameras, computers, lightmen and many others, are involved in the process of telecasting the news to you. The studio require constant upgradation of technology to provide quality service. All this need a lot of investment. Hence, television channels and newspapers are owned or are supported by big business houses. Media is a powerful tool in the hands of the rich. They are in media to make money and propragate their class interest. The biggest source is to advertise a wide range of products from skin creams top cars.*





MEDIA AND DEMOCRACY

- *In a democratic country like India, media plays an important role in creating aware and enlightened citizens. Indian media has been successful in creating public opinion about the bride burning issued, Exposing scandals and building the confidence of the people. It also ensures that the political power, other parties and powerful groups do not sleep beyond their limits.*



- **Media** is the main source of information .
Interviews, speeches and panel discussions make viewers aware of the opinions of different political parties, eminent personalities from various fields and aspirations of the general public. The information helps the citizens to form opinions, learn about the working plans and programmes that the government is undertaking, their successful implementation or failure.
- **Television and newspaper** reporters are always ready to cover rallies, protest marches or local body meetings with politicians/ public officials to answer the queries and apprehensions of the people.



BREAKING NEWS



- *The **print media** also helps in building public opinion by providing information to the public. Reports, editorials and letters published in the newspapers and magazines, influence the public opinion, which the government cannot afford to ignore. Its readership has increased with effective and appealing pictures, graphs, maps etc.*
- ***Television and radio** make the rural, illiterate masses aware of the latest happenings in their region or the country on the whole. Stories and discussions about the wrong practices of village heads and money lenders have attracted the attention of the government as well as the public. Media also brings out the defects in the governance and administrations.*





DAILY Mirror
Harry's Story

WOW! BALLY
Muddy postman delivers cave to

THE Guardian

The
Hundred
To

THE Sun
TSAR ALERT ON EXTREMIST UK

The Guardian's
Limits on non-EU doctors to be relaxed to plug NHS gaps

The Guardian
Limits on non-EU doctors to be relaxed to plug NHS gaps

THE TIMES
Help the homeless
The Times' Christmas Appeal
Top schools ask parents to sign pledge cutting down on...

Daily Mail
Sheepish gin tipplers who warn: Beware the very best mother's ruin

RIGHT TO INFORMATION **(RTI) ACT OF 2005**

- *In a democracy the government must share the power with the humblest if it wants to empower the weakest. It is precisely because of this reason that the Right to information (RTI) Act of 2005 was passed. The Right is closely linked with our basic rights, such as Freedom of speech and Expression and Right to education. This was passed due to the demands of various organisations and movements for attaining this right. Under the provisions of Right to Information Act, any citizens may request information from a “public authority” which is required to reply within thirty days.*




- *The Right to Information has enabled the citizens to access the information that is under the control of a public authority. The right has promoted transparency and accountability in the working of different departments. Media is like a watchdog in a democracy that keeps the government active and the public involved. From the position of being a medium of information, it has become a powerful force in our daily life.*





RIGHT TO INFORMATION





Thank
You...