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1st Year, BA LL.B.**MEDIA AND SOCIETY: A CRITICAL ANALYSIS.****ABSTRACT**

In this article I have basically talked about how the whole society is actually affected by the prevailing Media communication. It is very hard to avoid any known range of information in today's world. Such sources can be found everywhere. I have also written about How We are entirely enslaved by these media sources and why it is tough to disconnect from the rest of the world. There are not only positive but a lot of negative aspects which affects the whole society deeply. The media is a mirror image of our way of life, depicting what and how society works. The sole mode that serves to enlighten people is media, whether it is written, digital, or on the web. It also aids in engaging the audience, educating and letting them know of recent issues. Consequently, the media has already become our general societal voice. There are numerous media platforms that have more eloquently stirred the ideas of the young generation and other segments of our society.

KEYWORDS

Society, Web, Media, Positive, Negative

INTRODUCTION

It is clear to anyone that the main stream media is already an indispensable element in the life of almost everyone. The media plays a positive function in society today, from raising Making People aware to gathering opinions, facts, and people's attitudes concerning various issues. Let us define media. It is one of the most potent vehicles of information in both advanced and emerging economies. It may help to promote the appropriate things at the right moment, or it can take advantage of any scenario to cause disruption among individuals or in society. The media can help us to distinguish about what is right and what is not. Media has its presence everywhere. For instance, whenever we watch tv, watch the news, read papers, newspapers, magazines, and journals, and so on.

Nearly every day, the globe makes steady improvements toward a brighter tomorrow. However, individuals are mostly constrained by societal concerns and challenges that are "influenced by the individuals, of the individuals, and for the individuals." In today's society, nobody can ever dispute the benefits of media. Regardless of geographical obstacles, the main stream media keeps people educated and up to date on diverse news, events, social activities, lifestyle, entertainment, and marketing. For instance, while residing in India, one may get the most recent news and happenings from any country in the whole world. For example, even though being thousands of kilometres away, one may hear the shocking news that Barack Obama had won the elections For being The President of The country. He was the first African-American to occupy the position.

WHAT ARE ITS IMPACTS?

Newspapers and magazines have always been a prominent medium in the beginning, but broadcast tv seems to be the primary source of mass media since its inception. Nowadays, there are several ways to communicate. With the advancement of digital technology, the function of mass media has grown in importance in our lives, and it is evolving at a quick speed. We can't picture our existence without mass media in the modern day. Each and every mean often used convey mass communication, i.e. a message generated by a person or organisation and disseminated to a big audience or market, is referred to as mass media. In this era of Globalized world, The mass media has had a major influence on society and culture. It eliminates the borders between various civilizations between people, resulting in 'Globalization.' Globalization is a good example of media friendship since it allows individuals to see what is going on in other countries and how they live. As a result, they tend to mimic what others do.

Furthermore, the media is a repository of information. It informs people about current events or fresh discoveries. This data is sometimes used to manipulate people's emotions. For example, in the presidential election, supporters of candidates market them through media such as TV or the internet, and they consume consideration in order to select any individual that they require.

As a result, it is possible to conclude that mass media leaves a great imprint on people`s life.

Furthermore, mass media may have an influence on everyone`s daily life and thoughts in both beneficial and harmful ways. Whichever side individuals look for is determined by their thinking.

SOME GOOD AND BAD ASPECTS OF MEDIA

Because of categorization of other cultures, the media has continued to utilise biased strategies to gain society's attention, having a significant influence on the society's culture. The media has continued to target vulnerable segments in society, including other children and youths, by publicising them to sexually explicit content with sexual unethical consequences for the society's future generations.

However, it really can result to blind following, which has an impact on our life. Nowadays, commercials are aimed towards teens, who are growing more brand savvy as a result. Furthermore, youngsters who are overexposed to sexual content in advertisements, periodicals, television shows, and music videos get enraged and sensitive to harmful hormonal changes in their bodies.

Negative propaganda leads to violence, crimes, and murders, among other things. It is fairly typical for certain items exhibited for the sake of enjoyment to send the incorrect message to society.

Vulgarity, hostility, even harassment depicted for recreational purposes often misinterpreted by consumers and subsequently replicated in actual life. All of this contributes to society's moral decline

It was further observed that politicians and other prominent persons misuse personal data and media organizations for their own benefit. As a result, trusting in all accessible information is likewise counterproductive.

Undoubtedly, the media plays a very important impact on how people think and behave in a society. However, I believe that media has a greater harmful impact on young people's brains than it does on them. Young people's involvement in violence and criminal activity has grown. Thus, not only does media influence a person's thinking, but it also influences a person's behaviour.

“Although the preceding reasons emphasise TV's major negative impact, it has also had some good effects on society. Media may raise societal awareness of a variety of social and economic concerns, such as AIDS, child abuse, female foeticide, and so on. Television stations, for example, arrange TV programmes like as "Satyamev Jayate," which focuses on making people aware of the harsh facts of life. It mostly explores and offers possible answers to Today's many socioeconomic challenges. Its goal is to provide users with information. As a result, several NGOs come up with social concerns and stage campaigns, demonstrations, and protests in order to demand justice through this form of show. Even, National TV channels like Doordarshan, DD National used to air shows like “Bharat EkKhoj” which was an Indian historical drama based on the book ‘The Discovery Of India’ written by Jawaharlal Nehru that covers a 5000-year history of India from its beginnings to the coming of independence in 1947. Hence, media also played an educative role by hosting programs like “Bharat EkKhoj” in order to enlighten people about their country’s struggle to freedom”.¹

HOW MEDIA AFFECTS SOCIETY?

a. Media has a greater effect on overall population while most people realise. We frequently see commercials for items that promise a small and fit figure, which sets unreasonable expectations for young women. They look up to the ladies in advertisements as their irrational role models. It demonstrates how the media affects the youthful generation. We just assume that what is depicted in advertisements is better for us and go to businesses to buy without truly knowing the product.

“Social media has the ability to mobilise a large number of people. Tunisia and Egypt, for instance, experienced an increase in the use of social media platforms, i.e., social media networking sites like Facebook and Twitter, to assist individuals in organising, communicating, and eventually beginning street action and civil-disobedience campaigns. Furthermore, throughout 2009, the Iranian "Green Movement" was extensively monitored by Major media outlets via social media sites such as Twitter and YouTube, and the latter even dubbed Moldova's 2009 uprising the "Twitter Revolution”²

b Lack of Literacy is a significant hurdle to a country's progress in India. To prevent this sort of problem, radio, can assist to a massive amount of people, such as the poor, since it is inexpensive and requires less power. Radio broadcasting gives a voice to the needs of the community by

¹ Net, E. (2019, May 27). *Mass Media Plays A Crucial Role In Influencing People's Mind*. Esolz.

<http://esolz.net/mass-media-plays-a-crucial-role-in-influencing-peoples-mind>

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broadcasting shows in indigenous languages while also honouring local culture and history. It also serves as a counterpoint to media's rising globalisation and commercialisation.

Any initiative may succeed provided information is communicated at the local level. As a result, radio is another important venue for reaching out to the rural people, particularly for raising knowledge about government programmes. The Community Radio movement may serve to promote consciousness among the rural population regarding various major initiatives such as 'Digital India,' 'Make in India,' 'Beti Bachao-Beti Padhao,' 'Swachh Bharat,' and so on.

c. Educational programmes are shown on global television channels. It aids in the education of youngsters.

d. Social networking sites such as Facebook have pushed individuals closer together. Individuals may now readily communicate with their friends and family who live in other countries.

CONCLUSION

We may now access numerous sorts of digital content throughout their places of work and living spaces with the flick of a switch thanks to technological advances such as the Internet. To analyse, overall impact of mass media is undeniable, which has the capacity to alter one's mind or launch a revolution for a great cause. I believe that, while media has emerged as a key invention, individual desires can have an impact on the creation of ideas and beliefs. The media translates events local and international. Depending ON the leanings of their stations or channels persuasion colours the news we hear. The impact on our children and our lives is immeasurable. They have more power over our lives than we can give them credit for. We choose to listen to those that speak to our belief systems. They attract their audience by increasing amounts of negativity, fear, anger. Good news goes to the back of the line. Between the morphing of religion and politics and the media's interpretation it is hard to determine what is real and what is not real.