**MEDIA: - A USEFUL SOURCE OF MEDIUM FOR PUBLIC**

**Dr. Neha Sharma, Assistant: Professor**

**The IIS University, JAIPUR (Rajasthan)**

**Ms Avni Sharma, Research Scholar**

**The IIS University, JAIPUR (Rajasthan)**

Abstract

*Our life will remain incomplete without media. The radio, television, newspaper and internet are some forms through which we get information. The common people believe the news given by the media. So, the media should be very careful before giving any news to the public. Radio, Television, Internet and newspaper are some sources through which we get the Information. Media have to cover important happenings, in the entire field, around the world.*

*Aim of the study to check the public perception about media. The research population consist mostly on the students, because we want to check the perception of public about media and our easily reachable public target are University Students. Simple random Sampling was used to conduct the study. The research was conducted on the objectives: - what type of role the media should play and to find out the news of media is based on reality. Sample size is 100. This study will help us in finding out the perception of people towards media and how Media is helping in shaping the public opinion.*

**Key Words: - Effect, Media, Public Opinion, Perception, Role.**

**Introduction**

Our life will remain incomplete without media. The radio, television, newspaper and internet are some forms through which we get information. Just like other fields, a vast development is seen in Media fields also. The common people believe the news given by the Media. So, the media should be very careful before giving any news to the public. They have to cover important happenings, in all the fields, around the world. There is no use in creating emotional feelings among public by exaggerating the happening and giving sensational news. The media persons should be cautions in giving unbiased news to the common persons. We all are seeking question whether media will change the opinion of people in society. Media covers the news of political happenings, sports, Entertainment, National News, Entertainment News, Business, Education, Literature and Medical News. The news should satisfy all men, women and Children of various age group and status. To increase the circulation of paper the media should not print the bogus news. The media plays a very constructive role in today’s society. Without Media people in today’s society feel isolated, not only from the rest of the world but also for the total Information for the creditable world.

**Media**

Media is one of the most powerful instruments of communication. It can help to promote the right things on right time and gives a real as well as strong aspect of the world about what is right and wrong also it also express that how can we store and distribute the views. The word Media has been derived from Medium, which means carrier. Media denotes the link specifically designed to reach large viewers. The term was first used with the advent of newspaper and Magazine. However with the passage of time the term broadened by the inventions of radio, T.V., Cinema and Internet. In today’s world Media has become almost as necessary as food and clothing. It is true that media is playing an outstanding role in strengthening the society. It provides knowledge regarding the current situation around the world. The media has a strong cultural and social impact on the society. Because of its inherent ability to reach a large number of public, it is widely used to convey the message to build public opinion and awareness; it can be used to educate people at very little cost. Therefore it is considered as a watch dog of society. The roots of media can be traced back to the Nationalist Movement in India. Ever since those times, media has been a crucial role in guaranteeing the citizens their rights and liberties. Besides these, Media has evolved as a much needed agent of change in the society. Over the years Media has helped to form public opinion and has been quite successful in this role. Different types of media have helped the masses to be more educated and aware of their surroundings.

**Importance of Media**

The Media has got a vital role in moulding a good society to develop our lifestyle and move it on the right path because it always tried to give the truth and Relevant Factors. It is a best tool to spread awareness in a modern society either it is political, economic and social or giving us latest sight about what is happening in our world, making us aware about our rights, creating awareness against evils in our society, what new happening around us. The main work of media is to inform the people. There are varieties of mediums from which people can pick and assess the variety of information like T.V. internet, Radio, Newspaper, cell phones. The importance of media is to entertain people and creating topics of conversation. Secondly:-It raises our status when we are informed to be a subscriber. Due to the continuing development in media and technology we are flooded by a huge volume of nonstop information. Most of this information comes to us without a filter or censor. The information can be positive or negative. Even though media is linked with spreading fake news like a fire but on a safe side, it helps a lot to inform us about the realities as well.

**Literature Review**

Judith Dubois (2002) the media are among the sources of information people count on to would their opinion of the World around them. Based on some

topic-related studies, the criminal events that the media decide to report on are not necessarily always those, in actual fact, that are the most significant in terms of frequency, trends or range of offenders involved. Woodie Flowers (2005) Media played a vital role in spreading knowledge about education. Perhaps for the first time in our country’s history, academia will change quickly as well. If we take full advantage of the opportunities before us today, we could emerge proud of academia’s new status. Kyle Ott, B.S. &Marieke Van Puymbroeck (2006) .The examples and cases above support the premise that media does impact athletic performance. The cases also reveal or recognize that athletes have two choices: 1) they can succumb to the challenges of media distractions, or 2) they can meet the challenges of media. Claes H De Vreese (2006) provides evidence on a key assumption in the literature on public opinion formation about European integration the media matter. However, the role of the news media Year (2013) in this process is a conditional one. News media mattered only in a situation in which citizens were exposed to a considerable level of news coverage with a consistent evaluative direction. In the case where the News media coverage was considerable in amount and positive in tone we found respondents – in line with expectations – to be gain-seeking and endorse the enlargement of the EU. In the situation where news media messages were less visible and mixed in character we did not find the News media to exert an influence on the dynamics of public opinion formation. Melanie James (2007) the full ramifications of new media for public relations and its continuing evolution are far beyond the scope of this paper. Responding to the demands of emerging media in an environment where traditional media demands on public relations practice are not reducing significantly will be a major area of concern in coming years

**2** **Research Methodology**

Research is a common parlance refers to search for knowledge. It is a scientific and systematic search for pertinent information on a specific topic. In fact research is an art of scientific investigation. “Research refers to the systematic method consisting of enunciating the problem, formulating the hypothesis, collecting the facts or data and reaching certain conclusion either in the form of solutions toward the concerned problem in certain generalisation for some theoretical formulation.

**2.1) Research Problem**

Media is showing news by exaggerating it by which public can’t see the other side of the problem. Sometimes Public becomes biased with their opinion which is not required. **Here the problem is whether the Media will change the perception of people or is it projecting a negative impact on society?** More than 50 News Channels in India are providing National and International News where political parties come together to defend themselves but none of them got the solution of the Issue. This shows that the political parties are either blackmailing or funding the private channels to support their political status whereas most of the channels are focussing on advertising.

**2.2)** **Objective of study**

a) What type of Role the media should play?

b) To find out whether the news of Media is based on Reality or not

**2.3) Sample Size**

100 and the research population consist of the university students including male and female.

**2.4) Data Collection**

A survey is conducted and includes the gathering of primary data as well as secondary data. Data are of two types: - primary data and secondary data

**2.4.1) Primary Data**

Primary data is the data that has been collected for the first time by the researcher. It means data collected from the original source.

**2.4.2) Secondary Data**

Secondary data is the data that has been already collected and readily available for other resources.

**Sampling**

In simple Random Sampling Cluster sampling is used. The Questionnaire was sent to 155 students out of which 100 responses came.

**3) Data Analysis**

The questions of public perception are presented using a five point Liker Scale including options like:-Strongly Agree, Agree, Neutral, Disagree and Strongly Disagree. Data was analyzed by using Bar Diagram and Pie Charts.

Percentage of Respondents who have filled the questionnaire

4)  **Analysis and Interpretation**

Interpretation

From the above pie Chart it has been found that total female respondents were 58% while Male respondents participated in the survey were 42%

Questions Based on First Objective

a) What Type of Role the Media Should Play?

**Q1) Media a Reliable source of News**

Interpretation

It can be seen from the above chart that 40% respondents Agree, 20% strongly Agree and 20%have given the neutral response that media is a reliable source of news while only 20% of the respondents disagree with the statement. It shows that most of the sample size cosider that media is a reliable source of news.

**Q2)** **Satisfied with the role of Media**

Interpretation

Out of the total sample size 30% respondents Strongly Agree, 20% agree while 10% disagree that they are not satisfied with the role of media

**Q3) Media Should Encourage the Traditional Cultural Values**

Interpretation

38% Respondents Strongly Agree, 20% respondents disagree while 15% gave neutral response and only 20% Disagree that media should encourage the traditional and cultural values because it will become essential that public will get information about traditional culture of the country .

**Q4) Media should brighten the bad factors in society**

Interpretation

From the above Pie Chart it has been interoperated that 32% respondents strongly agree 18% respondents Agree while 20% respondents disagree and only 25% respondents gave neutral response. This shows that people have interest in knowing the evil things being done in the society. As these evil things will help public to prevent them and make them conscious in future.

**Q5- Media change the perception of Public**

Interpretation

40% respondents gave the neutral response, 15% strongly agree, 10% were agree while 35% gave disagree response. This shows that now in 21st century Media is wide spread but till yet it has not changed the perception of public because some news are still in appropriate.

**Objective of Study**

b) The news of Media is based on reality or not among gender

**Q6) Media is biased**

Interpretation

It has been found that 25% respondents were strongly Agree, 38% gave Neutral response, 12% Disagree while 10% gave strongly Disagree response.

**Q7) Media Show the one side of the picture or Scenario**

Interpretation

It can be interpretated that 20% respondents gave Strongly Agree response, 15% were Agree, 25% were disagreeing with the statement.

**Q8) Media should Verified the news before aired**

Interpretation

It has been found that 25% respondents strongly Agree, 28% respondents agree 27% gave neutral Response while only 20% respondents were disagree. Some of the news were presented in the over exaggerated manner. Hence the public does not come to know the reality of the news

**Q9) Media aired the unconfirmed news related to sensitive issues**

Interpretation

It has been found that 28% respondents agree, 20% Respondents Strongly Agree, 22% respondents Disagree while 30% gave the neutral response that media aired the unconfirmed news related to sensitive issues.

**Q10) Media has an influence on young kids**

Interpretation

It has been interpretated that 25% respondents strongly Agree, 20% Agree, 30% gave Neutral response while 25% gave Disagree response

**Findings**

It has been found from the study that that total respondents were 100 out of which 58% were female and 42% were male respondents who had filled the questionnaire. On the basis of their responses the following findings have been observed

**The first objective was what type of role the media should play?** On this basis five questions are prepared. The highest percentage of the response is neutral, others were agreeing with the statement while some of them disagree

The next question was:-**Satisfied with the role of Media?** Most of the respondents gave agree and strongly agree

Other question was **Media should encourage the traditional culture and Values**. The response rate from female students was more as compared to the Male students. 65% respondents were agreeing with the same.

Fourth question was that **Media should brighten the bad factors in** **society.** The highest percentage got 50% agree with the statement. In this question Male students were more agree with the question as compared to female students.

**The next and the last question was based on the objective was Media can change the perception of public?** The response rate Mostly Neutral and some of them disagree with the question. The response rate of both the Male and Female respondents was least with the Agree and Strongly Agree option.

Findings on the basis of **second objective:-The news of media is based on the basis of reality or not among gender?** On this basis the **question** **was Media is biased**. Out of 100 Responses 40% Agree with the same while 22% of the respondents were disagree with the statement. Only 38% gave neutral response.

Other question was **the Media shows the one side of the picture/ Scenario.** The response 35% of the respondents were strongly agree, 40% gave Neutral Response and 25% of the respondents were disagree with the responses.

The other question was **Media should verify the news before aired.** 53% of the respondents had given Agree and Strongly Agree responses on the other hand only 20% of the respondents were Disagree with the question and 27% of the respondents gave Neutral response.

The next question based on the objective that the news of media is based on the basis of reality or not was:-**Sometimes Media aired unconfirmed news related to sensitive issues**. Here the response rate of the respondents show that 48% agree with the same while 30% gave Neutral response while 22% of the respondents gave Disagree responses.

The last question **was Media has an influence on young kids.** 25% of the respondents were strongly agree, 20% were agree with the same, 30% gave neutral responses while 25% were disagree with the same.

**Conclusion**

The responses of the respondents shows that respondents were agree that news of media is Biased, Most of the respondents were agree that media shows only one side of the picture/ scenario. Most of the respondent showed the Neutral response that media changes the perception of public and the result is slightly different in the question that media should encourage the bad factors in the society. While doing the survey, respondents gave the response like Media should be careful about his role, Media role is more unbiased and Neutral. It is because people believe that the news is based on reality and it will enlighten the bad factors in the society. Media is playing the responsibility of providing news to the society which is helpful for the people living in the world. These News and information have changed the perception of people and they think in both ways about the pros and cons aspects. Media makes people more reasonable and helps people to search more about the reality. Due to this more and more investigation about news the viewer’s perception is changing day by day. Most of the news of the nation and worldwide has helped the people to think logically and protect themselves from the unidentified dangers. Effect of Media on Public has changed the perception of people and is unbiased.

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