

A CASE STUDY

Importance of media in the democracy

MALLIKARJUN I. MINCH

Department of Political Science, G.P. Porwal Arts, Com. and Science College, Sindagi, BIJAPUR (KARNATAKA) INDIA
(Email : minchdramallikarjun@yahoo.com)

ABSTRACT

Democracy in general terms is understood to be a form of government which is subject to popular sovereignty. It is essentially a rule by the people which is in contrast to monarchies or aristocracies. One of the crowing glories of the democratic system is the freedom of expression and the space that is provided to views from different sections of the society. A democratic system can run to its utmost potential when there is wide participation on the part, the general mass which is not possible without people getting informed about various issues. Reliable information resources are an important constituent of any democratic society. This is where media steps in. Mass media in its different forms have influenced human life in the present century. They have primarily provided information and entertainment to people across countries. Print media, being the leader over a considerable period of time has now got competition from Television, which is reshaping many of the social responses. Radio apart from providing news and views has also developed a flair for entertainment, thereby getting a lot of acceptance. There is also the new media with internet being its flag bearer. Internet has indeed made it possible to disseminate information and ideas in real time across the globe. However, among all these developments there is a cause of concern- is media really fulfilling its social responsibility, is a booming global mass media posing threats to the democratic way of thinking. In it posing challenges to country like India where media has a greater role to play rather than merely providing Information and entertainment.

Key Words : Democracy, Mass media, Social responsibility, Entertainment, Public opinion

View point paper : Minch, Mallikarjun I. (2013). Importance of media in the democracy. *Asian Sci.*, 8 (1&2): 39-41.

.....