

Media professionals' perspective on today's media

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ABSTRACT

Media for a long has acted as a method of controlling people and their leisure. In the current *i.e.* twenty first century, it is seen that the media blitz change and transform human kind totally out of shape if one compares their present status with their earlier status. This indicates an active role that the media can play in development of human interests in international, national or regional spheres. In the contemporary times, the media is central to the information nucleus of a society. Increase in literacy, expansion of media reach, rapid growth of different forms of the media, all these arouse hunger and interest in propert to learn more about contemporary issues. In this context, correct reporting in media has much value in democracy for which media person / journalist play key role in it. Since newspapers happen to be the largest medium to convey to general mass a media person has to use them aptly and discreetly to serve the purpose. A media person has authority to enter any where and meet any person but he has to use this authority with faith and commitment in values of democracy. They should never undermine their accountability to democracy and its people. This shows that, it is necessary to understand how much newspapers and the television can hold the pulse of the citizens to affect their growth. Thus, it is imperative to know that in a democratic system, media professionals use maximum freedom of expression and communication of objective and interpreted information in order to ensure rational choices, opinions for equality of opportunities to keep alive interest of larger mass of the society. Thus, present study highlights perceptions of media professionals regarding the contemporary role of the newspapers in democracy.

KEY WORDS : Media, Media professional

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INTRODUCTION

Media plays a significant role in today's society. It is being considered to be very important in our day to day lives. It has its eyes, nose and mind open all the time to attract information and express their views. Without media people would be isolated not only from the rest of the world but from the government, law-makers and neighbouring towns and cities. Media for a long has acted as a method of controlling people and their leisure. Media is expected to inform, educate and entertain its mass audience. It has contributed to the development of the society through the flow of information. As media provides basic six areas of information: who, what, where, when, why, how, which is one needed to know to expand on a topic. Besides awareness generation, media also plays an important role in the spreading of education. Additionally endow with healthy educational programmes to the youngsters, who benefit out of it. But what media education

can do is to provide people the tools to respond thought fully and critically to media content. But at the same time, it is a fact that violence and vulgarity has made people think of the world as a meanier and scarier place than it really is. This is because of the truth that in most of the cases media plays a crucial role in exaggerating things which leads to the above said consequences. It is also reality that media enjoys a wide spectrum of freedom. For instance, with the freedom of press, the contradicting views of the society are being articulated which opens the floor to debate and discussion which results in the true functioning of the democratic society. But media in the race to become popular and to make money they have broken all the limits that a media should follow. One of the most powerful strengths that a media has in the society is the ability to effect change, both on social and governmental level. But as media is made of both good and bad, it requires balancing between the both for the benefit of the society. Media has got a immense role in the molding up

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