



## CHAPTER – 21

### UNDERSTANDING MEDIA

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#### **NOTES:**

- The term media (which is the plural of medium) refers to the communication channels through which news, music, movies, education, promotional messages and other data reach the common people.
- It includes physical and online newspapers and magazines, television, radio, billboards, telephone, the Internet, fax and billboards.
- Media plays an important role in democracy.
- Media and democracy are very closely knitted together
- It provides news and details of events taking place around the country and all over the world.
- It also acts as a watchdog to the conduct of the government by:
  1. Criticizing the unpopular policies and programs that the government undertakes.
  2. Highlighting and even to a certain extent, influencing public opinion.
  3. Acknowledging several current issues.
  4. Spreading awareness among the general masses.
- Media creates and influences public opinion in a democracy. It can influence public opinion for or against any issue.
- It provides news and information to the citizens and helps them to take actions.

- It reports various criminal activities, scams, frauds, crimes, accidents etc.
- Media alerts people on the various diseases, weather, and calamities etc. taking place.
- It gives information regarding government issues.
- It also brings about social awareness regarding political, economic, social and cultural events.
- Information supplied by media must be a balanced one

Media should have ethics and must be accountable



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