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THE IMPACT AND INFLUENCE OF MASS MEDIA IN INDIAN SOCIETY, BUSINESS AND POLITICS

Abstract: this article explores the impact and influence of mass media in Indian society, business, and politics. Mass media, including television, newspapers, radio, internet, and social media have become an integral and powerful part of modern-day communication. The paper investigates how the media has shaped public opinion, created awareness and influenced decision-making in Indian society, business and politics. While on the one hand, the media internet, and social media, have greatly transformed the way people communicate, interact, and access information. In Indian society, media has played a significant role in shaping public opinion, awareness, and attitudes towards various social issues such as caste, gender, religion, and politics. The impact of mass media is felt in almost all aspects of daily life, from entertainment to news and politics. In this article, we will examine the influence of mass media on Indian society, business and politics.

Keywords: Communication, Business, Society, Company, Development, Influence, democracy, Awareness, Advertisement, Media, Politics, Lifestyle, Impact, Opinion, Evolution, India, Agency, Entertainment, Public.

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Аннотация: в этой статье исследуется воздействие и влияние средств массовой информации в индийском обществе, бизнесе и политике. Средства массовой информации, включая телевидение, газеты, радио, Интернет и социальные сети, стали неотъемлемой и мощной частью современного общения. В

статье исследуется, как СМИ формировали общественное мнение, повышали осведомленность и влияли на принятие решений в индийском обществе, бизнесе и политике. Хотя, с одной стороны, средства массовой информации, Интернет и социальные сети значительно изменили способ общения людей, взаимодействия и доступа к информации. В индийском обществе средства массовой информации сыграли значительную роль в формировании общественного мнения, осведомленности и отношения к различным социальным вопросам, таким как каста, пол, религия и политика. В этой статье мы рассмотрим влияние средств массовой информации на индийское общество, бизнес и политику.

Ключевые слова: коммуникация, компания, эволюция, общество, развитие, реклама, влияние, бизнес, демократия, СМИ, политика, развлечения, мнение, образ жизни, осведомленность, Индия, агентство, общественность.

Introduction

Media is known as the fourth pillar of democracy due to its important role in shaping public opinion. Today, in this ultra-modern world, the role of media has been augmenting day by day. It has been serving as a vigilant watch dog of India because The Mass Media plays a very important role in the working of any democracy. Indian Constitution too grants us the Right to Freedom of Expression which is manifested, in free Mass Media in our country. In a democracy, Mass Media are the best way of educating people politically, socially and commercially.

They play a decisive role not only in updating the public but also in formulating a well-balanced public opinion about politics, society and business. The public read about the current events, interpret them and learn to intelligently participate in the political, social and economic affairs of a country. Mass media is the reflection of our society and it depicts what and how society works. Media, either it is printed, electronic or the web is the only medium, which helps in making people informed. Additionally, it contributes in educating and raising public awareness of current events. Today, the media serves as our society's voice.

1. *The Impact And Influence Of Mass Media In Indian Society.*

Mass media whether written, broadcast, or spoken that reaches a large audience is a significant force in Indian culture and society. Mass media whether written, broadcast, or spoken that reaches a large audience is a significant force in Indian culture and society. Sociologists refer to this as a mediated culture where media reflects and creates the culture but on the other hand, we've to consider the fact that India is the world largest popular country and to keep the balance of good and bad effect of mass media is also veritably grueling. Ever since India got independence from the British, the Indian media has played a big part in shaping the Indian society and its people.Indian people got very competitive among them, became more interested in western culture, clothing styles has also changed and many significant social reform has also came through the Mass media. For an example the Indian Supreme Court issued verdict on the LGBT law in section 377 in 6th September of 2018, which legalised the Homosexuality. In a Hindu religion country like India, law like this could not even be imagined in the past, but the impact of the global media had a great influence in this decision and made people more aware and created more acceptance among Indian people. Great Indian genius like CEO of GOOGLE Pichai Sundararajan, better known as Sundar Pichai has inspired young generation to dream bigger and be the best and bring glory and success in India. The mass media has also influenced the Indian culture, film, dressing and many more. This days Internet media has opened the door for many unknown people to show their creativity and become famous in India, which could not be possible without the mass media. Likewise, mass media has also made many negative impacts on Indian society. Many times, the morality of the mass media was questioned on their stand on right and wrong. Many has also argued that media is killing Indian culture. Many have credited mass media's role in encouraging individuals to be glad adopting western culture without understanding it rather than being proud of their century-old culture. One such example, cake-cutting and drinking is now done on birthdays. Another illustration is when Hindu festivals and festivals are forgotten in favor of Halloween parties, corporate powerhouses' profit, and unsophisticated Indians buy what they see in TV and newspaper ads.

Therefore, both the positive and negative effects of mass media might be debated, but there is no denying its influence and impact on Indian society.

2. *The Impact and Influence of Mass Media in Indian Politics.*

Public opinion is the currency of democracy. India has a developing media scene with thousands of outlets in multiple languages. The country's media has undergone structural changes in recent years. India has a multiparty parliamentary democracy and the media like other democracies plays an important role in Indian politics.

− the main problem of media in India is related to media ownership structure. The use of advertising as a tool to reward and punish political elites (as in the case of the Modi government) is a major factor undermining media freedom in India. Media ownership in India remains in the hands of a small group of elites with specific political or financial affiliations and this paves the way for undermining democracy. Media actors cannot act independently in the editorial and reporting process because they need profit to survive;

− what is the impact of social media in politics of a democratic country like India? With so much «buzz' being created about social media and as more youngsters are joining in, the Political parties have finally woken up to its importance. Everyone is recognizing this new and powerful medium to interact with the masses and make them participate and thereby enabling better communication. Indian politicians, be it young or old have started experiencing the impact of social media in one form or the other. Now, almost every political party used the social media to get their message across the masses.

Political campaigns are in no way just limited to buttons and banners for politicians to reach their constituents. The new political arena is full of commercials, blog posts, and Hundreds of tweets. Through social media, politicians are now able to constantly display their message through endless commercials, see direct responses to their actions via Facebook or Twitter, YouTube, Instagram and connect with public.

− the purpose of the media is to change politics from its stereotypical forms to their most relevant and up-to-date versions. The media has a significant impact on politics by influencing how the public feels about the country and political parties. In

the age of information technology, maintaining angular momentum over its citizens in the midst of the Internet, Facebook, Twitter, satellite channels, and radio stations is both challenging and impossible.

The utilization of traditional media tools to disseminate government policies for the benefit of the masses dates back to Mirat-ul-Akhbar, but as time and circumstances have changed, so has the demands for the most cutting-edge technologies. A political system's media has a special influence over it since it serves as the primary source of knowledge about the society's culture, people, and events as well as serving a variety of other political purposes. For the benefit of the country's future, media does have the greatest influence on political attitudes, opinions, and conduct among its audience. In a democratic Country like India there are thousands of complexities starting from societies to Nation like of flood of new events with most modern concept and with new and updated form of technologies, media have enormous power to formulate the real understanding of world and too affects its behaviors of its citizen. Media helps to correlate the responses and to face the challenges and opportunities in modern societies to reach consensus on action of the society to its new members with keeping good relationship among its people and exponent policymakers.

3. *The Impact and Influence of Mass Media in Business.*

Media plays a very important role in the business environment. In India, mass media has evolved and created an evolution in the way a company interacts with consumers/stakeholders. Mass media has increased awareness, connectivity, trade, branding etc. Media is also used to monitor competition. Mass media is used for various HR functions like recruitment, training, performance appraisal etc. It finds application in FMCG, agriculture, e-commerce, education etc. Companies like Flipkart, Amazon and Myntra generate huge revenues due to media outreach. Although, mass media also has an upside, it is an essential part of the business environment and needs to be used for growth.

The effect of media organization on business: (negative impact on small business)

− media companies make the most profit from the advertising of large companies and sometimes international companies occupy the local market through their team work

and monopoly influence and advertisement through Media and at the end of the day local companies have to close their business due to losses. Before 2014 in India we had a lot of local street vegetable shops but now they are rarely visible in big cities. The street vendors were poor and did not have large refrigerators so they were unable to store their produce and thus it became more expensive and people could buy storage vegetables from shopping malls by cheap price. Here, media organizations should cooperate with Citizen Groups an order to protect our local company;

– impact on culture (Case study).

An Example: In India Jeans, Top T-shirt this is not our culture and tradition, we have our own rich culture but due to media influence and maybe because of British colonialism today's Indian youth prefer to wear jeans over sari and dhoti Punjabi. From movies to theater we are almost lost with our culture. If you take a look at the news channel you will find that most of the news anchors are found in blazers and pants which is not our culture. If we look at an Indian advertisement, we will see that the fashion from the dressing style is most influenced by the West. Natural Indian skin color is brown but you almost never find brown girl and boy in advertisement. If your skin color is dark brown, it is impossible to get a job as a news anchor in India. You can find the at least one advertisement for skin whitening cream in daily newspapers. Since Indian Bollywood is so famous all over the world but Bollywood never shows our real India. It's always influenced by western. Bollywood will never make you look dark brown Indian.

Ever if you are dark skin color girl in India it's difficult for you to get married. In Indian Media organizations we often see a girl become white from dark and she got a job and get married and have a more successful life. So, they try to show that the problem is not in the society the problem is in you that you are dark by born.

Conclusion and recommendations

The influence and impact of mass media in any society these days are very vast and diverse. And India is no exception, Indian culture, business and politics were, is and will always be influenced by the Indian and global mass media. Most of the cases mass media maintains the surveillance, correlation- interpretation, socialization and

entertainment in India and this always has been one of the key reasons of changes in several dimensions in Indian society, politics and business. And on the other hand it cannot be denied that it is a must that the mass media always demonstrates the morality and ethics which will bring positive changes and always keep the people more informed and educated because otherwise if the power of mass media used in wrongful manner in can be a destructive force that might be the nation's greatest failure. So it is the responsibility and moral duty of any mass media agency or an individual to work for the greater good of their nation how they represent and what type of influence they leaves for their people. In conclusion, the mass media has had a profound impact on Indian society, business, and politics. It has transformed the way people think and communicate, helped to create a more informed consumer base, and has become an essential tool for political communication. However, it is important to note that mass media has its limitations, and it is up to individuals and institutions to use it responsibly and ethically.

Recommendations

Mass media has a significant impact on Indian society, business, and politics. The following are some recommendations to explore the impact and influence of mass media in Indian society, business and politics.

1. Conduct research: There is a need to conduct extensive research on the impact of mass media in Indian society, business, and politics. This would help in understanding the various ways in which mass media influences and shapes these areas.

2. Understanding the Impact: To understand the impact of mass media in Indian society, business, and politics, more research needs to be done. Studies can be conducted to analyse the type of news coverage and how it affects public opinion, the influence of social media in political campaigns, and the impact of advertisements on consumer behaviour.

3. Monitor media bias: Media bias is a pervasive issue in Indian media. Investigative journalism should be encouraged to hold media outlets accountable for their reporting. A media watchdog should be established to monitor the quality and impartiality of news coverage.

4. Increase media literacy: The public needs to be educated on how to navigate the media landscape. Educational programs can be developed to teach critical thinking, media literacy, and online safety to children and adults alike.

5. Encourage ethical journalism: Journalistic ethics should be upheld, and more emphasis should be placed on credible and objective reporting. Journalists and media outlets should adhere to a code of conduct that promotes professionalism and impartiality.

6. Utilize social media platforms: Social media has become a powerful tool in Indian society, business, and politics. Political parties, businesses, and news outlets should take advantage of these platforms to engage with their followers and reach a wider audience.

7. Promote transparency: Media organizations and political parties should be transparent about their funding and affiliations. This will help to prevent bias and ensure that the public can make informed decisions.

By implementing these recommendations, the impact and influence of mass media in Indian society, business, and politics can be better understood and managed.

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