

# Media and Social Transformation in India - A Study

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**Abstract:** *Media play a major role in informing the public and thereby shaping social transformation and through it a change in national agenda. They enhance literary levels of the society and enhance the economic development of the people. The technological revolution of the last two decades has its impact on the generation, processing, dissemination and consumption of news. Every democratic setup in the social transformation has an inseparable part that is the press, which has now expanded to include electronic media and new media. The legislative, executive, judiciary are considered to be three pillars of democracy and press is another equally important pillar to lend its valuable support to the social transformation and hence it is regarded as fourth estate. Also under the Constitution of India, freedom of the media is part of the freedom of speech guaranteed by Article 19 (1) (a). However, no freedom can be absolute, and reasonable restrictions can be placed on it. One of the basic tasks of the media is to provide truthful and objective information to the people that will enable them to form rational opinions, which is a sine quanon in a democracy. A process of 'social transformation' changes the invented media fundamentally. Society inventions by discovering new possibilities of communication; it adopts and formats new media.*

**Keywords:** Media, Constitution, Democracy, Transformation

## 1. Introduction

The social transformation has changed after Second World War. The literal meaning of the concept is 'changing form or appearance or character or alter out of recognition'. Through the modernisation, it represents ideologies and values of the industrial, capitalist and democratic societies. The change is brought about by men's intervention. Man is the only animal who is capable of Social transformation. The human society has experienced both modernisation and revolutionary models of transformation. The earlier Society is characterised by agriculture, villages, customs and simple social structure. In earlier societies is harmony in social relations and in social institutions. There is consistency between institutions, the accepted norms and patterns of behaviour. The mechanism of the social control operates through customs, laws and mores. There tends to be a close correspondence between expectations and achievements in earlier societies. The modern society is systemised by industry, cities, heavy technology, and rule of law, democracy and complex social structure. The introduction of new social relations, new social roles as a result of transformation from the earlier society to modern society tends to make earlier behaviour ineffective to achieve new goals set as a result of the movement.

Indian media had evolved, realigned and reinvented itself to a large extent. The speed of media has resulted in bringing people across the world closer. Media can be utilized for educational uses as patent in many countries. In Indian media used for educational proposes by both government as well as private groups. Mainly, Television was introduced in India by the Nehru government with the prime aim of establishing a medium for distance education; this helps the Indian democracy to function effectively. Media informs the public about government policies and programmes and how these programmes can be useful to them. This helps the people voice their feelings and helps the government to make necessary changes in their policies or programmes. Media can social transform the people. This acts as an agent of change in development. Media has brought people of the world closer to each other. Media promote trade and

industry through advertisements. Media helps the political, democratic processes of a country and brings in positive social changes.

## Objectives of the Study

- To origin and development of Mass media in India
- In India, mass media acts as a major social transformation system laying an important role in society.
- Media is essential for information and education which is important for a vast developing country like India, in order to attain social development.

## 2. Methodology

Law is distinct from other social sciences because of its normative character. To achieve the desirable goals, social and ethical values, the law not only regulates human conduct and relationship but also provides for stability and continuity of legal system. The researcher in his work titled "Media and Social Transformation in India – A Study" feels that the research can be fruitfully carried out by the traditional or doctrinaire method.

## Media and social transformation:

Media in its different forms have influenced human life in the present century. They have primarily provided information and entertainment to people development the world. Print media, being the leader over a considerable period of time now has swift competition from Television for social transformation, which is reshaping many of the social responses. Radio apart from providing news and views has developed a flair society. 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. The term 'media' are a composite of print, sound and electronic. Print media remains as powerful as ever along with newspapers, books, periodicals, etc. But Electronic media or cable television, telecommunications and satellite broadcasting offer a rich mix of all that is available around the world. There was a time when people used to write on palm leaves. This was before the discovery

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of paper. Some of the old manuscripts written on palm leaves are preserved in India, National Manuscript Library in Delhi. The Chinese were the first to invent the art of printing. They made wooden blocks to print letters. This was started during the period of the Tang Dynasty in 600 AD. The first printed book published in China was the Buddhist text, the "Diamond Sutra" by Wang Chik in 868 AD. Some copies of the Buddhist scriptures printed in 1377 are preserved in museums in China. Media is a fourth estate in a democracy, India in recent years has undergone rapid and in precedent changes in political, sociological, and economic aspects. These changes have also transformed the Indian mass media system. Mass media play a major role in informing the public and thereby shaping perceptions and through it a change in national agenda. They enhance literary levels of the society and the technological revolution of the last two decades has its impact on the generation, processing, dissemination and consumption of news. Every democratic setup in the social texture has an inseparable part that is the press, which expanded to include electronic media and new media for social transformation. The legislative, executive and judiciary are considered to be three pillars of democracy and press is another equally important pillar to lend its valuable support to the system and hence it's regarded as fourth estate for development of Indian people. Electronic media covers radio, television, desktop computer, game console, handheld devices for changing of ideas of the people for development. The Internet has revolutionized the computer and communications world like nothing before. The invention of the telegraph, telephone, radio, and computer set the stage for this unprecedented integration of capabilities.

### 3. Constitutional Perspective

The Indian Constitution does not provide freedom for media separately. But there is an indirect provision for media freedom. It gets derived from Article 19 (1) (a). This Article guarantees freedom of speech and expression. The freedom of mass media is derived indirectly from this Article. The scope of free speech under Article 19 is very wide and embraces in itself the right of free press. Freedom of the press and media in India provides liberty to the print and electronic media, publish, circulate and broadcast any news or information, whether political or non - political, without fear of censorship or sanctions. Freedom of speech enjoys special position as far India is concerned. The importance of freedom of expression and speech can be easily understand by the fact that preamble of constitution itself ensures to all citizens inter alia, liberty of thought, expression, belief, faith and worship. The constitutional significance of the freedom of speech consists in the Preamble of Constitution and is transformed as fundamental and human right in Article 19 (1) (a) as "freedom of speech and expression". Explaining the scope of freedom of speech and expression Supreme Court has said that the words "freedom of speech and expression" must be broadly constructed to include the freedom to circulate one's views by words of mouth or in writing or through audio - visual instrumentalities. Freedom of Speech and expression means the right to express one's own convictions and opinions freely by words of mouth, writing, printing, pictures or any other mode. It thus includes the expression of one's idea through any communicable

medium or visible representation, such as gesture, signs, and the like. Moreover, it is important to note that liberty of one must not offend the liberty of others. Patanjali Shastri, J. in A. K. Gopalan case<sup>1</sup>, observed, "man as a rational being desires to do many things, but in a civil society his desires will have to be controlled with the exercise of similar desires by other individuals". It therefore includes the right to propagate one's views through the print media or through any other communication channel e. g. the radio and the television. Every citizen of this country therefore has the right to air his or their views through the printing and or the electronic media subject of course to permissible restrictions imposed under Article 19 (2) of the Constitution. In sum, the fundamental principle involved here is the people's right to know. Freedom of speech and expression should, therefore, receive generous support from all those who believe in the participation of people in the administration. The guarantee of freedom of speech under following heads. Although Article 19 does not express provision for freedom of press but the fundamental right of the freedom of press implicit in the right the freedom of speech and expression. In the famous case Express Newspapers, Bombay (P) Ltd. v. Union of India<sup>2</sup> court observed the importance of press very aptly. Court held in this case that "In today's free world freedom of press is the heart of social and political intercourse. Media is like a watch dog to democracy and social transformation. Indian media plays a vital role for changing society by way of political, economic and social aspects.

### 4. Recommendations

- The media are called the fourth pillar of democracy not just because of their responsibility but also the power they wield.
- The media must help society in going through transitional period as quickly as possible, and by reducing the pain involved.
- Media must be a means for promoting modern scientific ideas creating scientific temper among the youth.

### 5. Conclusion

The researcher has studied that the media have a significant role in formulating public opinion. Media is considered to be the 4th pillar of the society. The other three being legislative, executive and judiciary. It definitely plays an important role in the welfare of the society. No one can deny the importance of media in current world for social transformation. Now we are calling the world as global village that is just because of media. India in recent years has undergone rapid and unprecedented changes in political, sociological, and economic aspects. These changes have also transformed the Indian mass media system. Mass media play a major role in informing the public and thereby shaping perceptions and through it a change in national agenda.

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