UNIT 14: MASS MEDIA AND DEVELOPMENT

UNIT STRUCTURE

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14.1 LEARNING OBJECTIVES

After going through this unit you will be able to –

- know the concepts of mass media and development
- know the cultural context of development
- know about the role of traditional media in development.

14.2 INTRODUCTION

The significance of communication for human life needs no explanation. This is genuine in light of the fact that past the physical necessities of food and shelter human beings needs to speak with their fellow people. This inclination for communication is a basic one and in our contemporary civilisation, is a need for endurance. In other words, without communication no society can exist. For the survival and the organisation of each society communication is a crucial and essential procedure.

Mass media is at the core of fair advancement. The media can uncover debasement. They can keep a check on public policy by putting a focus on government activity. They let individuals voice differing assessments on governance and change, and help assemble public accord to achieve

change. Such media assist markets to work better. They can encourage trade, transmitting thoughts and development crosswise over limits.

14.3 ROLE OF MASS MEDIA IN DEVELOPMENT

In this unit, we shall know about the significance of mass media in development.

Radio, newspapers, TV, Internet, social media and so on, are types of mass media. Each one of these outlets has the capacity of carrying data to a huge number of individuals with one gadget. While in certain communities it is anything but difficult to exploit these communication outlets, for example, TV and Internet, but not every person and society has access to such outlets.

Radio is one of the most widely recognized types of mass media in developing nations. Yet just around 75 percent of individuals in developing nations have access to a radio, and about 77 percent of individuals in rural areas have access to electricity.

For developing nations that have actualized types of mass media in their communities, there have been various positive results.

The following account highlights some of the positive impacts of mass media in developing countries:

- **Unites individuals**- The role of mass media in societies in Tunisia and Egypt is known to all. Natives had the option to contact each other through social media platforms, for example, Facebook and Twitter, and make, compose and start street protests and campaigns. Besides, by having access to social media individuals can associate with those that they more often than not would not get the opportunity to converse with.
- **Gives educational opportunities-** In numerous countries, the division among local and national languages, in addition to the worrisome status of literacy rate can make communication difficult. With the utilization of mass media, an extension can be worked between these gaps.

- **Watch dog for the public interest-** Media is the watch dog for public interest in many ways. One of the primary ways is to make open consciousness of what is new with organizations and government authorities. The media plays a significant role in providing individuals the chance to act against injustice, abuse and offenses, by making aware about various provisions and rights.
- **Information on accessible healthcare-** In Burkina Faso, a mass radio broadcast was conveyed urging parents to look for treatment at local healthcare facilities for their sick children. With this mass effort on healthcare, the consolation of individuals to take their children to healthcare facilities saved thousands of lives. This simple method for empowering others and achieving mindfulness about certain diseases, was made conceivable through a simple radio broadcast.
- **Brings social issues to life-** Similar to "watchdog", media breathes life into numerous social issues that generally would stay obscure to numerous individuals. In developing countries and communities like Burkina Faso, when the radio broadcast was released about malaria, diarrhoea and pneumonia, individuals were taught and urged to move to action.

As it is observed, approaching various media sources is imperative for those in developing nations. Highlighted below are three different ways in which developing countries can implement mass media to support their people and communities.

- **Provide radios or newspapers in public places-** By providing radios and newspapers in public places enables communities and individuals to get to news, data and crisis alerts. Despite the fact that radios can be on the less expensive side, there are as yet numerous individuals that cannot afford to have a radio in their home.
- **Have the community associated with sharing the news-**When making singular communities liable for giving their own news, it not just makes them free and proud for the work that they are putting out, it also, additionally, positively affects the local economies. The

media can give numerous employments that generally would not have been there.

- **Make media sources a two-way stage-** Creating a two-way stage between the community and the individuals who are behind the radio stations, newspapers or broadcasts makes the community feel included and assured that their voices are being heard. An organisation called Soul City in sub-Saharan Africa is indicating how well two-way stages work by drawing in their audiences and having them contribute thoughts and ideas regarding complex issues.

Regardless of whether through radio or mobile phones, types of mass media are continually being utilized to inform, teach and fortify individuals everywhere throughout the world, whether they be in urban or rural communities.

14.4 THE CULTURAL CONTEXT OF DEVELOPMENT

It is known and accepted that acquiring cultural experience in modern societies has been significantly influenced by the development of mass communication. Books, magazines and newspapers, radio, TV and film, records, tapes and videos: these, amongst others, are different types of mass communication modes that possess a focal job in our lives, giving us a ceaseless progression of data and information. Newspapers, radio and TV are significant wellsprings of data, thoughts and pictures concerning occasions which occur past our quick social milieu. Cinema, and other such entities structure a tissue of shared understanding and aggregate memory. Indeed, even those types of stimulation which have existed for a long time, for example, well known music and sports, are today indistinguishable from the media of mass communication. Pop music, competitive sports and different exercises are today supported by the media enterprises, which are included not only simply in the transmission of cultural frames, but also in their creation and reproduction.

Regardless of the centrality of mass communication in modern culture, it's study has regularly been viewed as peripheral to the core concerns

of sociology and social theory. Within sociology it has generally been expected that the study of mass communication can be consigned to specialists in media studies and communication research, or that it might be all the more suitably sought after by literacy critics and cultural observers.

The subjects of class and stratification, power, benefit and disparity, remain the chief concerns of sociological inquiry, it is understood. The difficulty with this assumption is not just that it suggests a scholarly division of labour which is hard to support by and by, however more critically that it occupies the consideration of sociologists from a wide scope of social phenomena which are vital to life in modern societies. Along these lines, mass communication is now and again treated by social scholars as an agency of social cohesion, as an organized system for the dispersion of aggregate qualities and convictions.

Cultural structures in modern societies are progressively intervened by the mechanisms and institutions of mass communication. They have risen in a generally brief timeframe, and are as of now experiencing further noteworthy changes because of the deployment of new technologies, for example, those including cable and satellite transmission. In a time of less than 200 years the conditions under which people secure data about the world, determine stimulation and participating in public life have changed significantly. For some individuals in industrial societies today, the products and institutions of the mass media - newspapers, books, magazines, radio, film, TV - are a chief source of data and entertainment. Therefore, much of the data and entertainment which we receive and consume is a product of specific institutions, a product which is the result of the mechanisms and criteria characteristics of these institutions. These mechanisms and criteria work as channels for the selection, production and diffusion of data and entertainment; they help to build up what might be depicted as the specific reproduction of cultural forms. In making media products, the personnel of media institutions draw upon everyday forms of culture and communication, fusing these structures into media products and in this manner repeating, in a particular and imaginative way, the cultural forms of regular day to day existence. The activity of media institutions includes both a specific extraction

from the contents of everyday forms of culture and communication and a creative extension of these structures. It includes both production and reproduction, both repetition and creativity. In these regards, the cultural form of modern society are interceded by the mechanisms and institutions of mass communication.

14.5 TRADITIONAL MEDIA AND DEVELOPMENT

Here, traditional media refers to media that have been part of our culture, and have been features of our energy common lines.

Traditional media are a viable and significant piece of the communication framework. These are unique in nature, as they look like the everyday life example of the rural masses. These media are a wellspring of prominent diversion for rural audience, in expansion to giving guidance and information. Our country has a rich legacy of folk arts, folk dance, folk tales, epics, ballads and plays that can be utilized for development work.

The traditional media have had the option to help in national development since quite a while. During the freedom struggle, when the mass media were under the British control, the folk media like tamasha, Bhavai and Nautanki were utilized by the freedom fighters to deride the oppressors. Again, governments have utilized the Nationalist Harikatha to educate the majority on family planning, developmental activities, democratic values and national integration. The institute of rural communication have effectively utilized the folk arts for their campaign on “environmental building for literacy” in Udaipur. The folk arts like “Dholki Baris”, “Loknatya”, “Jatra”, “Keertana”, “Puppetry”, and so forth, have been utilized by various social workers, reformists, and political leaders, developmental agencies to educate the rural masses and to scatter new information. These media have made a huge impact in influencing the mentalities of the individuals in the past.

However, it has been seen that off late, the developmental authorities have moved their attention for the quick rising electronic media. These new electronic communication devices hold an exceptional fascination for the individuals engaged with development work, as they feel that in a brief

timeframe and less cost they can reach to each niche and corner of the country and spread their message. A critical look at the qualities of these advanced media uncovers that nearly every one of them require a great deal of framework facilities like the electricity, the computer facility, Internet connection, telephone connection and so forth, and ours is a country wherein till today there are around thousand of villages that do not have availability to electricity or telephone connection, Internet, etc. Further, the soft infrastructure for the new media i.e., "literacy" is likewise, extremely low in our country.

In such a circumstance the advantages of information revolution are been accumulated by the urban populace, rural elites, progressive framers and residents having a place with high socio-economic status who have availability to hard and soft infrastructure. The farmers in the remote rural areas are confronting a communication gap or a vacuum of information as the new media have not had the option to permeate into these areas and the traditional media have been disregarded or disposed of by the developmental agencies.

In the event that we critically analyse the characteristics of probably the most well known traditional and modern media on their awareness, knowledge, attitude and mental assessment function in the technology adoption process, then we locate that the greater part of the traditional media have a high effect in making awareness and influencing the attitude of the audience. Whereas, most of the modern media have a high effect in making awareness and upgrading the knowledge of the audience.

Along these lines, both the traditional and the modern media complement one another. The modern media are increasingly compelling in changing the knowledge, while the traditional media are increasingly viable in changing the attitude. The traditional media have some additional advantage over the modern media like their indigenous nature, local appeal, direct individual contact, local dialect, greater validity and increasingly cultural similarity which make them so unique and helpful.

Therefore, we have to keep our traditional media alive by consistently and mindfully utilizing them as and when conceivable alongside the modern

media. These traditional media will not just help in developmental activities, but will also help in safeguarding and transmitting our culture, custom and values to the next generation.

The important characteristics of traditional media are mentioned below :

- The availability of traditional media is exceptionally wide.
- It includes more than one sense.
- The potential for cognitive gain retention is conceivable however limited
- Potential for successful change in the attitude of the people is high
- There is no change in the expertise of the individuals
- The support of specific message is not possible
- Interest arousal limit is extremely high
- Less operational capacities and skill



CHECK YOUR PROGRESS

Q1. How does mass media give educational opportunities in developing countries? Give an example.

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Q2. Mass media provides information on accessible healthcare – Exemplify.

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Q3. Write a note on "media brings social issues to life".

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14.6 LET US SUM UP

- Without communication no society can exist, develop and endure.
- Media can keep a check on public policy by putting a focus on government activity.

- Media assist markets to work better. It can encourage trade, transmit thoughts.
- Radio, newspapers, TV, Interne, etc. are types of mass media.
- Radio is one of the most widely recognized types of mass media in developing nations. Yet just around 75 percent of individuals in developing nations have access to a radio, and about 77 percent of individuals in rural areas have access to electricity.
- In numerous countries, the division among local and national languages is a serious concern, just as the worrisome literacy rate, which can make communication difficult. With the utilization of mass media, an extension can be worked between the gaps.
- Different types of mass media are continually being utilized to inform, teach and fortify individuals everywhere throughout the world, whether they be in urban or rural communities.
- Cultural structures in modern societies are progressively intervened by the mechanisms and institutions of mass communication.
- We have to keep our traditional media alive by consistently and mindfully utilizing them as and when conceivable, alongside the modern media. These traditional media will not just help in developmental activities, but will also help in safeguarding and transmitting our culture, custom and values to the next generation.



14.7 FURTHER READING

1. Thompson, J. B. (1988). Mass Communication and Modern Culture: Contribution to a Critical Theory of Ideology. Sage Publication. Vol. 22, No. 3. pp. 359-383.
2. Tiwari, R. & Singh, B.P. (2003). Traditional Communication Media in the Development Process – Status, Role and Relevance in New Era. International Conference on Communication for Development

in the Information Age: Extending the Benefits of Technology for All. Centre for International Communication, Macquarie University, Sydney, Australia.

14.8 ANSWERS TO CHECK YOUR PROGRESS

Ans to Q No1. In numerous countries, the division among local and national languages and the low level of literacy rate are issues of serious concern, that can make communication difficult. With the utilization of mass media, an extension can be worked between these two gaps.

Ans to Q No2. In Burkina Faso, a mass radio broadcast was conveyed urging parents to look for treatment at local healthcare facilities for their sick children. With this mass effort on healthcare, the consolation of individuals to take their children to healthcare facilities saved thousands of lives. This simple method for empowering others and achieving mindfulness about certain diseases, were made conceivable through a simple radio broadcast.

Ans to Q No3. Media breathes life into numerous social issues that generally would stay obscure to numerous individuals. In developing countries and communities like Burkina Faso, when the radio broadcast was released about malaria, diarrhoea and pneumonia, individuals were taught and moved to action and knew to make their children to healthcare facilities for precaution care.

14.9 MODEL QUESTIONS

Short Questions (Answer each question within 150 words)

Q1. Explain the cultural context of development.

Q2. What are the characteristics of traditional media?

Long Questions (Answer each question within 300-500 words)

Q1. Discuss the role of traditional media in development.

Q2. Write a note on the positive impacts of mass media.



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