

Radio, Television, Magazine & Language

Dr. S. D. Pathak
School of Media Studies,
SRTMUN, Nanded

Kapil Lamture
Ph.D. Scholar

Abstract:

What is media? Common man think about that ,the definition of media is the plural of medium or ways to communicate information other words or definition is communication channels through which news, entertainment,education,data or promotional messages are dissemination not but also media includes every broadcasting and narrowcasting medium such as newspaper, magazines,TV radio,billboards,direct mail telephone , fax and internet.

Key Word- Journalism, Communication, Radio, Television

In India Media is consist of several different types of Indian communications ,and television, radio, cinema, newspapers, magazines, and Internet-based Web sites. Many of the media are controlled by large, for-profit corporations which reap revenue from advertising, subscriptions, and sale of copyrighted material. India also has a strong electronic communication industry. it has more than 70,000 newspapers and over 690 satellite channels almost more than 80 are news channels, and is the biggest newspaper market in the world - over 100 million copies sold each day.

The media are often referred to as the fourth branch of government because of the power they wield and the oversight function they exercise. The media's key role in democratic governance has been recognized since the late 17th century, and remains a fundamental principle of modern-day democratic theory and practice. Modern-day democrats are as hyperbolic in their praise of the press. Despite the present-day mass media's propensity for sleaze, sensationalism and superficiality, they are still seen as essential democratic tools. Contemporary democratic theory appreciates the media's role in ensuring governments are held accountable. In both new and old democracies, the notion of the media as watchdog and not merely a passive recorder of events is widely accepted. Governments, it is argued, cannot be held accountable if citizens are ill informed about the actions of officials and institutions. The watchdog press is guardian of the public interest, warning citizens against those who are doing them harm. A fearless and effective watchdog is critical in fledgling democracies where institutions are weak and pummeled by political pressure. When legislatures, and other oversight bodies are powerless against the mighty or are themselves corruptible, the media are often left as the only check against the abuse of power. This requires that they play a heroic role, exposing the excesses of presidents, prime ministers, legislators and magistrates despite the risks. We are amidst the 2nd decade of the 21st century , which can rightly acclaim to be the century of information and media explosion this would be appropriate to say that only those nations can survive and prosper in education , philosophy , culture , art and science and technology that have developed their print and electronic media. And Hindi Gujarati , Marathi , Bengali , and many more languages that define the essence of the Indian state and mark the character of the Indian media. Media is not only a tool of communication ,It is representative of the local culture ,ethics and beliefs. Language is a similar role is play by media, which in itself is a cultural parameter, language is bound to be a deep relationship between the way the Indian media works and the resulting effects it has on the development of Indian languages .

The encontribution of the India language media in the growth and survival of Indian languages, the authentic city of the perceived threat by the English and western media to regional language and culture, the quality of content presented by the regional media the caretaker of the local identity. The paper will also suggest some measures that can be implemented by the regional media in their bid to promote Indian languages.

India is headed towards big – time development the vision of India 2020 is no more distant dream. various sectors have contributed to the growth story of “India Shining “ some of them are agriculture , science and technology,economy education infrastructure and the civil society.But one sector whose expansion is not that apparent.Still it contributes crucially to the brand image of the nation is the Mass Media “. Nowadays , everybody and has come under the media scanner be it our political honchos , sport stats , or common heroes who triumph in spite of all odds in life .the media plays important role in defining public perception of events , culture , society and other issues at stake . the media industry in India saw an extremely humble beginning with the development of the Indian press even before independence . It has witnessed sea change after the economic liberalization of 1991 with western media making foray in the Indian market. Compared to many other developing countries, the Indian press flourished and depicted a large degree of freedom in its working .in 1950 there were 214 daily newspapers, with 44 in English and the rest in Indian languages. By 1990 the number of daily newspaper and had grown to 2,856 with 209 in English and 2,647 in indigenous languages. the expansion of literacy and the spread of consumerism during the 1980s fuelled the rapid growth of news weeklies and other periodicals.It is not worthy that among all the mass media , the regional Indian media have gradually become a force to reckon with .The presences and the strength of the regional language media in India has been hailed by meida pundits.The India languages press is said to be the largest section of the print media and electronic media industry all over the globe.It is believed that increase in literacy rate in the country had a positive impact on the regional language media.Since people were primarily educated in their mother tongue regional news paper and news channel gained immense popularity and also saw a tremendous rise in circulation.localized content enabled readers to connect to these news papers and lately even a advertisers realized the huge potential of the regional media market .

The decade and a half from 1991 to 2006 in India belonged to television and the internet.It changed media consumption habits, trans formed connectivity and created a new public discourse as Tv news channels , websites and blogs blossomed. The decade of the nineties is seen as the decade of change for the Indian regional media because it was seen picking up readers in places where it had none.Media marketing unfurled across villages and towns in Rajisthan, Uttar Pradesh, Bihar, Madhya Pradesh which mirrored the local public sphere in India’s small districts.Proliferation of the regional media is thus an important feature of this growth.

Over all India is a multi-lingual country where there are many language spoken by citizens.According to the constitution of India, there are 22 recognized national languages at the moment.Media can also play a role in reviving classics in various languages, presenting them in a lucid and redder friendly format to develop the readers or audience lost interest in language and literature .there is an intrinsic relation between languages and mass media in any country.Media uses languages to convey impactful languages called local languages that’s or mother languages and unheard stories to its audience and language can utilize the power of the mass media to reach audiences far and wide. Channels generate interest in languages by involving people in contributing their opinions through reader based columns and discussions.The can motivate readers to write in their own language and express themselves. In rural india, news papers published by and for locals have played a great role in the survival of the language.There are many such examples of community based media which are thriving on Indian languages. Community radio and community based video documentaries are mediums which should be explored for the growth of languages cutler and local issues. Imparting media skills to communities will mean the they tell their stories in their own language.

Conclusion:

Media has a very important role in our day to day life. it is an important strategy in the teaching learning process of adult learners.Communication media does not only entail using good language and speaking clearly but also reaching to the receiver or making the receiver understand what you want to communicate, electronic media and radio are good mediums for promoting regional languages. Media has an important role to play in effective communication and with the IT revolution it has now been of inevitable use

and vitality. In adult learning from building up environment or motivating people for literacy to sensitizing people about population explosion, girl child education, health awareness, etc. visual media have played a significant role.

Reference:

1. Broadcast Journalism - P. K. Ravindranath
2. Keval J. Kumar, Mass Communication : A Critical Analysis, Vipul Prakashan, Mumbai.
3. <https://en.wikipedia.org/wiki/>
4. Karunakaran K.P. - Continuity And Change In India Politics (1885-1921) Peoples Publishing House, New Delhi.
5. Singh Gurumeet Maan - Story Of Communication, An Indian Perspective, Harman Publication, New Delhi.

