



Role of Mass Media in comprehensive and inclusive development of India

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Abstract: *This paper discusses the role of media in national development. The mass media plays a very important and crucial role in enlightening and educating the people of our nation. The media can aid public involvement through advocating issue and transferring knowledge, skills and technologies to the people. The media takes into consideration the socio-cultural condition of the nation. In the comprehensive and inclusive development of India media should be given free hand in carrying out their duties by expunging obnoxious laws.*

Development has become the global 'civil religion'. Development is the evolutionary process of social change rather than merely generating and accumulations of material resources. Development has been recognized in India depending upon media assimilation.

Key words: - *Media, development, information, transparency and eradication.*

Introduction; -

Mass media is the collective entity of newspaper, radio, television and the internet. The role of media in the national development lie in their capacity and capability to teach, manipulate, sensitize and mobilize people through information. The millennium goals for comprehensive and inclusive development of nation is done through media. The public policies on different aspects of health, education, agriculture, children and women. It influences attitudes, perceptions and decision making and it generally influences behavior.

In any democratic country the media plays a vital role in creating, molding and reflecting nation building. Media has acquired the 'FOURTH ESTATE' position in the development of India. Jawaharlal Nehru declared 'I

would rather have a completely free press with all the danger involved in the wrong sense of that freedom than a suppressed or regulated press'.

National development; - The core existence of the nation is continuous, yet strategic planning for comprehensive (total) and inclusive (internal) development is required. The scale of measurement is categorized along the lines of developed, developing and under developing etc. Therefore, national development is the ability of the country or countries to improve the social welfare of the people by providing basic infrastructure such as roads, schools, hospitals, recreational facilities etc. Overall, the concept and the goal Of national development is to fulfill the broad national objectives; -

1. Rapid growth of incomes of the population.
2. Poverty eradication.



3. Satisfaction of basic social and economic needs.
4. Sustainment of participatory democratic society.

Role of media in comprehensive development of India

1. Awareness about various rural development programs and propagation of family planning.
2. It makes the farmers aware of the new and improved methods of agriculture and protection of the crops.
3. Awakening people against evils in the society like child marriage, practice of child labor, dowry etc.
4. The University Grants Commission telecasts educational programs benefiting college students all over India.
5. Media can develop scientific temper.
6. Instrument of social change.
7. It has exposed the corruption in various spheres.
8. Vigilant citizen awareness.
9. During elections the credentials of the candidates is published to wider choice for the voters.
10. The media has a distinctive role to play in bringing communal harmony which in turn will preserve the secular fabric of a democratic country.
11. It highlights the issues which violate human rights.
12. Promotion of business through advertisements and telecasting the modern techniques of economic management.
13. In the era of Information technology revolution, globalization and liberalization world is reduced to global village through media.
14. Cultural integration of the nation is made possible.

15. Political transparency which exposes political system, participate in political decisions and hold government officials accountable.
16. Foreign policy to be framed by accumulation and generation of public opinion.
17. Information regarding human rights and the atrocities on individuals.
18. Information regarding the natural disasters which effects the human lives.
19. Reporting regarding the communal riots and propagating the channels of communal harmony.
20. Public health campaigns to be held based on the government policies.
21. Independence and the freedom movement to be propagated.

Inclusive development

1. Media provides the checks and balances in relation to the three branches of government (Legislature, executive and Judiciary) as established in the constitution.
2. It establishes the cooperation of different ethnic and religious diversities.
3. It removes vices which is obstacle to development.
4. Political transparency, foreign policy, human rights, war on terrorism and public relations.
5. Implementation of economic policy and economic empowerment, advertisements and tourism, business and investment.
6. In social sphere eradication of corruption, criminal violence, communal conflicts, prostitution, war on drugs, population control, education and food security.
7. Media creates the transparency of the information and implementation of Government policies.



we need an information order to built on cordial relationship between the state and media.

There is a reciprocity relationship between media and development. The media leads to formation of values that is needed for nation building, media is the watch dog of the society, they should review, analyze, appraise or criticize the activities of government agencies and programs. 'One of the objects of newspaper is to understand the popular feeling and give expression to it, another is to arouse among the people. Certain desirable sentiments, the third is to expose popular defects. Mahatma Gandhi. According to V.P. Malik, the Chief of Army staff, the media contributed "not only to the war effect but also for generating national resurgence".

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