



A Study To Develop Awareness Of Media And Its Effectiveness Among Society In West Bengal

Sudeshna Mitra Research Scholar in Dr. A. P. J. Abdul Kalam University, Indore, Madhya Pradesh.

Dr. Sathi Roy Mondal Supervisor, Department of Physics, Dr. A. P. J. Abdul Kalam University, Indore, Madhya Pradesh.

ABSTRACT

Culture encompasses any conceivable set of beliefs and ideals, even those that may shift and resurface in relation to the core principles maintained by various communities. Likewise, the overall dynamics of modern society and the ways in which they are changing have a significant impact on cultural formation and maintenance. With the rise of the internet and mobile devices, culture too has been instrumented and digitized. The study's overarching purpose is to assess the influence of the media. The media's function and influence are the primary foci of this investigation. This investigation will contribute to our understanding of how the public receives and processes news about significant events and topics. Three hundred persons in West Bengal were surveyed. Researchers planned up a schedule of interviews for data collecting by thinking about the function and characteristics of media in raising people's consciousness. Convenience samples were used in the study. The media habits and patterns of use are the primary foci of the study.

Keywords: Culture, Democracy, Society, Effectiveness, Social

I. INTRODUCTION

The word 'media' comes from the Latin word 'medium,' which means a way or a carrier. The goal of media is to communicate with and influence a wide audience. The term "media" was originally applied to print media like books and newspapers, but has now expanded to include visual and auditory forms of communication including television, film, radio, and the internet. Media is becoming just as necessary as food, water, and shelter. Present-day media perform a remarkable function in forming and influencing public opinion and bolstering society.

The media serve as the trident of democracy. The media plays a key role as a watchdog, alerting the public to issues and reporting on any potential wrongdoing. Media has a greater responsibility in today's society, where politicians exploit their power, the mafia and other criminal organisations make life miserable for the average person, and the wealthy and powerful syphon off public funds for their own benefit while the rest of us

watch helplessly from the sidelines. Media today, as the fourth pillar of democracy alongside the judiciary, the executive branch, and the legislative, has an all-encompassing responsibility to play in combating the injustice, oppression, wrongdoing, and bias that plague our society.

Culture is a vague, all-encompassing, and subjective concept. Its domain might be as little as a single person or as vast as the entire cosmos. Each and every facet of human existence falls within the purview of culture. It's an integral aspect of being human. It is intrinsic to human culture. The ways in which we express ourselves linguistically, literarily, sartorially, emotionally, socially, communicatively, creatively, archivally, and propagandistically are all integral components of the cultural whole. Our cultural practises include our religious observances, social norms, communities, regulations, laws, diets, creative pursuits, and sculptural works. Mankind's rise from obscurity to prominence spans aeons. Our culture contributes to the comprehensive and long-term growth of our society. It's something to keep and treasure forever.

When the theoretical idea of "development" did not yet exist, man still made every effort to further his own evolution. Man has come a long way in his pursuit of growth, from eating raw meat to eating baked flesh, from using stones as weapons to using sharp metallic weapons, from roaming nude to having a liking for variety of clothing, etc. Some examples of groundbreaking successes that accelerated progress in all areas include the invention of fire, the wheel, paper, electricity, etc.

Humans have developed new marvels, civilizations, customs, shaped society, and written history as time has passed. However, as time passes, some innovations lose their relevance and appeal. However, we can't just turn a blind eye to them since, over time, all of those inventions become integral parts of our existence. We make an effort to hold on to our history, customs, and culture. Truthfully, the future generation needs this. The uniqueness of any culture or history can still be preserved for future generations thanks to traditional knowledge transfer techniques. The influence of the media in this whole procedure cannot be overstated. The media serves as a conduit for information and a reflection of society.

II. MEDIA & CULTURE: INFLUENCE & RELATIONSHIP

There is a reciprocal relationship between the media and culture, with the depth of viewers' knowledge of different cultures affecting what they see in the media and vice versa. The world was organized differently by many cultures. In its defense, the paper suggested that the language and semantic frameworks of various civilizations would reflect such systems. The media has a significant impact on the decision-making process, which is a change in behavior, and on the creation of opinions, which is an observable activity. A person who keeps a careful eye on their media intake will nevertheless feel the consequences of what they see. Finally, the author acknowledges that viewers' reactions

to various forms of media vary. The media, on the other hand, has a lot of problems when trying to convey messages across cultural boundaries.

Many academics have theorized that the present trend toward participatory culture is due to users' strong demand for sharing information and culture among groups. The media has given the concept of cultural exchange and dialogue a whole new meaning. The role of media outlets as powerful tools for restraining society. The media has an enormous impact on people's daily life. Because there is a strong correlation between the lifestyles depicted on TV and the lifestyles of women in Tehran, TV networks are actively trying to influence a shift in attitude and behavior among Iranian women. Our daily cultural activities are widely disseminated through the media. It has been said that it is a reflection of our cultural values and standards, and that the globalization of information flows have promoted cultural diversity and freedom of speech. When content creators have a vested interest in a certain societal aim, that interest will alter the message they send out through the media.

What we call "popular" culture consists of the media, goods, and beliefs that are widely consumed and accepted as representative of a society as a whole. It differs from our former definition of culture, which takes into consideration moral, social, and religious ideas and values. One may argue that the media has a significant impact on popular culture. The local culture is deeply embedded in many forms of the media. "Media narratives and discourses are formed within various textual and visual forms that are intricately linked to the cultural perceptions and practices of both their creators and their audiences."

III. METHODOLOGY

Researchers have utilized a survey strategy for data collecting, with an interview schedule serving as the primary data source. Three hundred persons in West Bengal were surveyed. Data gathering interviews were planned with consideration for the media's function in raising people's consciousness. The study used a method of sampling that was both quick and easy.

IV. DATA INTERPRETATION

Usage of media

The press is sometimes called the "fourth estate" in a functional democracy. By looking at how the media prioritizes stories, we can see a clear pattern emerge. One can access information on routine matters and current events through any number of mass communication channels. Mass media including television, radio, print newspapers and magazines serve a wide audience by covering a wide range of topics. Depending on their preferences and circumstances, individuals employ various modes of communication. The poll found that the two most common forms of media consumption were social media

(38.73%) and newspapers (35.13%). However, the remaining 26.12% of respondents rely on television to stay abreast of current events.

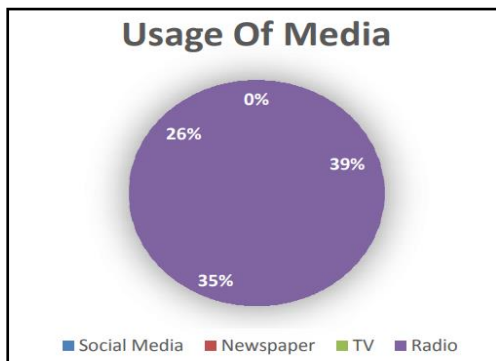


Figure 1: Usage of Media

Frequency of media use

Media consumption is on the rise alongside the proliferation of new channels of communication. Many people in our society now utilize some form of electronic communication on an hourly basis. Most young people's time is spent on social media, where they may learn more about themselves and the topics that interest them. The youth of our nation spend the vast majority of their time online, mostly on social networking sites like Facebook, WhatsApp, Instagram, Twitter, LinkedIn, and Google+, where they create and share information based on their own personal preferences and needs. Reach and accessibility of various communication channels affect the frequency with which they are used. Media consumption is quite prevalent among the sample population, with 77.47% of users reporting daily usage and 15.31% reporting hourly usage, as discovered by the researchers. The remaining 7.2% of participants regularly consume media.

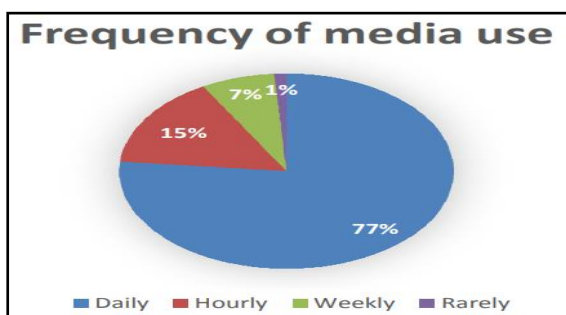


Figure 2: Frequency of Media use

Is the media informative?

People's media consumption habits shift depending on their individual circumstances. Some people use it to educate themselves, while others use it for entertainment. While some may regard the media to be enlightening, others may not consider it a reliable

resource for news. The media report on a wide range of topics, from politics and economics to society and the environment, crime and law, sports and jobs to cuisine and entertainment. News values may be influenced by a number of contextual elements, including proximity, prominence, timeliness, newness, and interest. The survey indicated that 82.8% of people agree that the media is generally informative and that 10.8% of the sample agrees that it is sometimes informative.

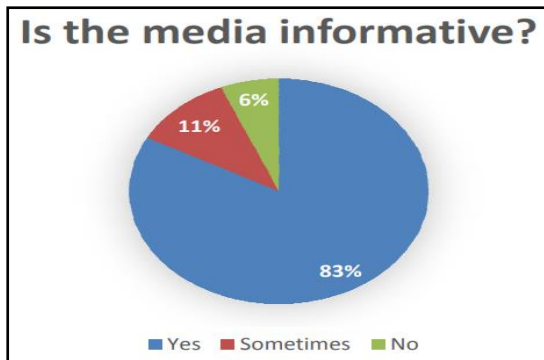


Figure 3: Informative media

Media effectiveness

In order to be effective, a mass communication medium must cater to the wants and interests of its target demographic. Providing people with information about events that may have an impact on their lives is the primary goal of the media. Media's impact is determined by a number of factors, including the credibility of the source, the nature of the message, the language employed, the medium through which the information is disseminated, and the target demographic.

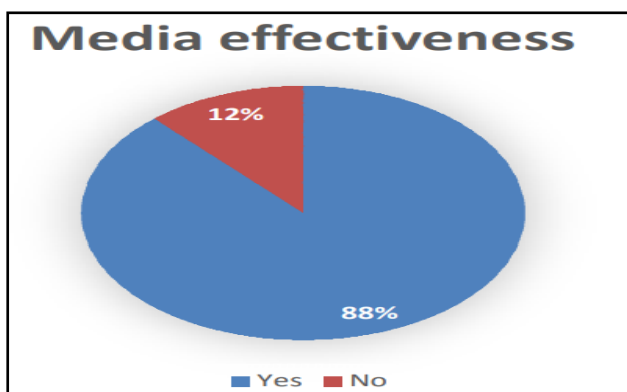


Figure 4: Effectiveness of Media

Role of media on social issues

These problems affect everyone in the community. Whether it's radio, television, or the internet, all types of media have an important impact. The rapid growth in today's media's accessibility and audience size means that it has significantly aided in educating the

people. There was a generally favorable reaction to media coverage of social concerns when participants were asked about their opinions. Ninety-one percent of persons surveyed in the study said that the media is very important in terms of alerting the public about coverage of social issues. Whereas just 9% say the media is not an efficient way to get forth society-changing news.

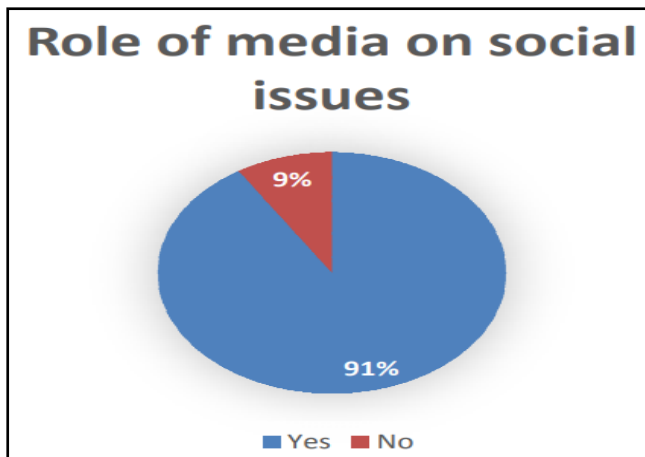


Figure 5: Role of Media on Social issues

V. CONCLUSION

The rise of globalized media has spelled doom for regional identities. It seems that India's local heroes are disappearing at an alarming rate. To the vast practices of influences of global culture imitatively imbibed by sensitive but not sensible generations, local plants, local cuisine, local arts, local literature, and most that is local simmer. Cultural norms in India are heavily influenced by empirical research. If this kindhearted culture were to collapse, it would destroy the foundations upon which the world rests. The proliferation of technology has a destabilizing effect on society since it tends to homogenize people from different backgrounds into a single, bland culture.

Among the responders, social media has the highest usage rate. Furthermore, it was shown that respondents utilize both newspapers and television as sources of news and information. Eighty-plus percent of those polled said the media they consume has a positive impact on their awareness and general knowledge. This demonstrates how deeply embedded all forms of media—print, broadcast, and online—have grown in modern society.

This demonstrates the critical role performed by all forms of media in disseminating information about the crisis, ensuring that people were aware of every development. Over 90% of respondents thought that media play a very essential role in informing and educating society when questioned about the function of media during times of crisis.

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