

## ROLE OF RADIO, TELEVISION, INTERNET IN TODAY LIFE

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### **Abstract:-**

*The press, the **radio** and **television** play a big **role** in the **life** of the society. They inform, educate and entertain people. They also influence the way people look at the world and make them change their views. ... Millions of people watch **TV** and read newspapers in their free time.*

### **Impacts of radio, television, internet in today life:-**

Mass media have made a profound impact on societies and their culture. It ceases the boundaries of different societies among the individuals and creates 'Globalization.' The globalization is a decent case to delineate the friendship of media since people can witness what is happening in different nations or how they dress up and what their way of life is. Subsequently, they typically mirror what others do.

Furthermore, media are a storehouse of information. It educates individuals about day to day occasions or new revelations. This data some of the time is utilized to change individuals' sentiment. For instance, in the race of president, the devotee of candidates publicize in media such as, TV or the web for them, and ingest consideration regarding choose any individual that they need.

Thus, it can be concluded mass media have a powerful influence in shaping a persons' lives.

However, mass media can have both positive and negative impact on the lives and on the minds of the people. It depends on the mindset of the people, as to which side they look for.

### **Media: The Good & Bad Aspects:-**

Media can help to create awareness among the people faster than any other thing. In fact, mass media can have a great impact on peoples' lifestyles and culture. For example, girls living in a conservative country or girls who are growing up in a conservative culture can be prompted and motivated to wear short dresses by watching TV shows or by following another country's culture. They might consider by wearing short dresses they can become cool just like the TV personalities they admire.

While the above point stresses on the negative impact of TV, it also has made some positive impact on society. Through television, one can create social awareness about many social and economic issues like AIDS, Child Abuse, Female Foeticide, and so on which are, For example, television channels organize TV shows like "SatyamevJayate" which focuses on making people aware of the harsh realities of life. It mainly discusses and provides possible solutions relating to the various social issues of India. It aims to empower citizens with information. Hence, through this type of shows, many NGOs comes up with social causes and holds campaigns, demonstration, and protests in order to demand justice.

Even, National TV channels like Doordarshan, DD National used to air shows like "Bharat EkKhoj" which was an Indian historical drama based on the book 'The Discovery Of India' written by Jawaharlal Nehru that covers a 5000-year history of India from its beginnings to the coming of independence in 1947. Hence, media also played an educative role by hosting programs like "Bharat EkKhoj" in order to enlighten people about their country's struggle to freedom.

### **Some Other Mass Media Platforms:-**

- a. Social Media has the power to mobilize the mass movement. For example, Tunisia and Egypt saw increasing use of the social media platforms, i.e., social media networking sites like Facebook and Twitter in order to help the citizens in organizing, communicate and ultimately initiating street action and civil disobedience campaigns. Also, during the year 2009, the Iranian "Green Revolution" was closely followed by the Western media channels via the following social media platforms such as Twitter and YouTube, and the latter even

gave Moldova's 2009 revolution its moniker, the “Twitter Revolution.”

- b.** In India, literacy forms a substantial barrier to the development of a country. In order to deal with this type of situation, radio especially, Community Radio can help to reach out to a large number of masses, like the poor people because it's affordable and also uses less electricity. Community Radio lends a voice to the community they serve with programmes in local languages, and also respecting the local culture and tradition. It also provides a counterbalance to the increasing globalization and commercialization of media.
- c.** National TV Channels holds educational programs. It helps in educating the children.
- d.** Social networking platforms like Facebook has brought people closer to each other. People now can easily connect with their friends, relatives who reside abroad.

**Conclusion:-**In conclusion we can say that With technological advancements, such as the Internet, have made it possible to bring the various forms of electronic media to our workplaces and homes at the click of a button. To conclude, the influence of mass media is undeniable as it can make or break the belief of the people, or start a movement for the right cause.

I feel that even though media has appeared as a prominent innovation but individual aspirations can effect in the formation of ideas and opinions.