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Media in the age of globalization

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Abstract

Media is important part of our democracy. It is related with providing education, entertainment and information. Media played an important role in our freedom struggle for independence. Present day is the age of globalization that is related with Capitalization and its influence is clearly seen in media. Actually basic principles of media are changed now. On the one side media has connected whole of the world and on the other side its negative uses are also seen. Media is now controlled by capitalists and political powers. The present paper will focus upon how the paper is constructed and what role media is playing in current society.

Key Words:- Democracy, Globalization, Capitalization.

Media is considered as fourth pillar of democracy. It is related with freedom of expression. Media played an important role in the establishment of our society. Every citizen with the help of media gets information of all the activities going on in our country . it is responsibility of media to serve people and p[rovide necessary information and education. Before independence media was related with social reforms. almost every freedom struggler had his own newspaper. At that time journalist played an important role in bringing social improveme4ntt that's why media is known as fourth pillar of our democracy. Present 5time is the time of globalization and ir gives rise to colonization. Globalization is related with capitalization. Today Capitalization is controlling whole of our society and influencing our media. Through the medium of media it is being informed hat money is important part of life. Presentably media has excelled in providing information. But inspite of that media is now under the control of Capitalist and Political leaders. Its main aim is just collection of money. Many questions are arising about paid news. Times of India has openly cleared that its not bad to sell news. Its example can be seen during election time were in spite of highlighting main problems of common people. Only qualities of Political leaders are shown. During elections people are told how to vote and which party will fulfill there needs .this paid news is helpful to both media and those who sell news but harmful to spectators and common people. Media is now not meant for providing i9nformation and social awakening. Now its main purpose4 is advertisement

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of products of companies and for 56th advertisement they are being paid huge money. Now media is under the power of these companies and work for them. Journalism has now become a means of earning money. Previously media was seen as voice of common people but now it has become means of advertisement of corporate companies. Such companies are investing in media for their own benefits. Media is considered only with advertisement. Main events of glamorous world and positive aspect of political leaders is main subject of media.

India is considered as agricultural country. But a farmer who provides food to whole of the country is totally absent from this means of communication. During last fifteen years about 2.50 lacks farmers have committed suicide. In 2016 about 44453 farmers committed suicide. But this was not shown in any news channel. At that time media was busy in presenting rallies of political leaders and trivial events of glamorous world. Currently in our country Dalits are being exploited. They are forced to tolerate social molestation. But news related to their rape and murder doesn't get place in media. Sometimes just for formality such news is shown in speed news only. With the speed this news is shown people forget it equal speed. Murders done by Naxalits gets place in our news but how habitat of tribal's is being destroyed this is not shown in media. Thus farmers, Dalits and tribal people are absent from news and media is busy in collecting from companies and political leaders. In 2009 Indian advertisement business was about twenty two thousand cores and in between 2009-14 its early growth become more than 14%. It was being under the control of Capitalist.

Media is not only concerned with positive aspects of politics and capitalists but its duty is to highlight main problems of common people. Its job is to highlight every social and political activities. Every day many people are dying of starvation, children are not getting benefits of education and even educated youth is frustrated due to unemployment. It should be aim of media to highlight these conditions of our society and

make our Govt. known about problems of our society. Media is not only concerned with TRP it has a social function to perform.

In spite of such bad faces of media we can depend upon it. There are many news papers, small magazines and journals that are concerned with highlighting reality of our society. Media can play an important role in development of healthy democracy.