



# Media & Society

*BMC , GE 404, UNIT I*



# Media Impact on Individual & Society

- ✿ *Media and society are interdependent*
- ✿ *It is the mirror of the society*
- ✿ *It strengthens the society*
- ✿ *It helps in shaping /forming opinion*
- ✿ *It influences public opinion*
- ✿ *It brings change in society*



# Impact of media

- ✿ *Media today has become a part of our lives.*
- ✿ *It has become an essential commodity for people throughout the world*
- ✿ *Our days begin with media and we are indulged in it( be it news channel, newspaper or social media) till we go to bed.*
- ✿ *We trust what we read in newspapers or watch on the TV channels.*



# Impact of Media & Theories

- ✿ *The impact of media has given rise to several theories.*
- ✿ *1. Hypodermic Needle or Bullet Theory- Harold Lasswell in 1920-30*
- ✿ *2. Cultivation Theory- George Gerbner in 1976*



# HYPODERMIC NEEDLE THEORY

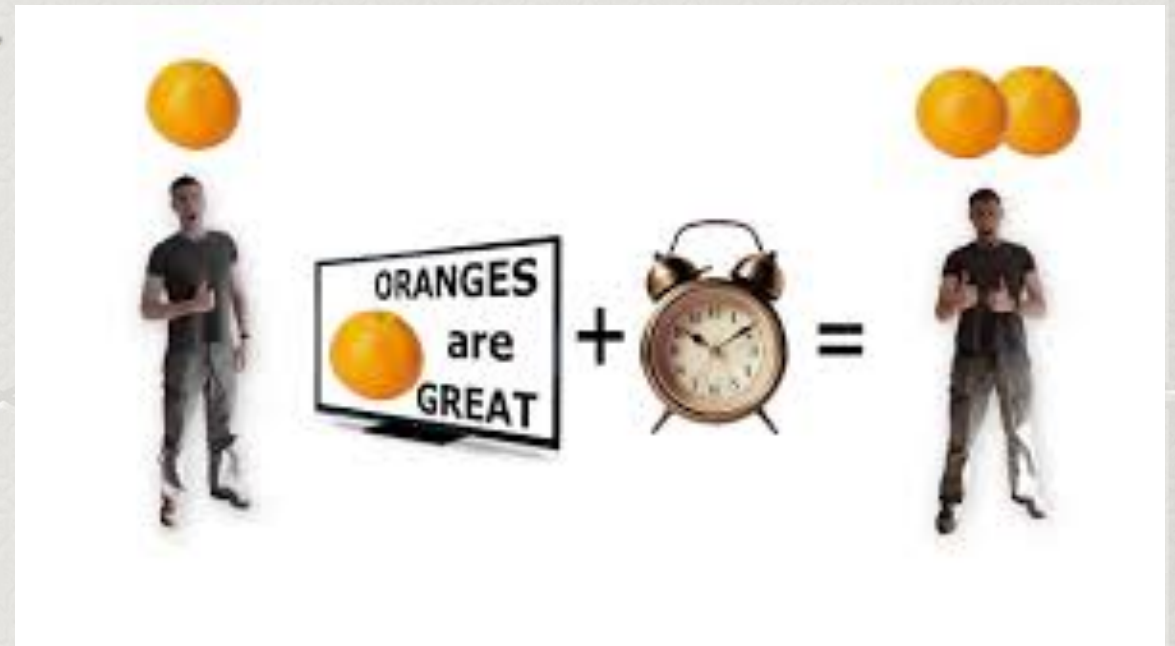


- ✿ *Developed by Harold Lasswell in 1920-30*
- ✿ *Communication Theory- messages can be injected into audience's brain*
- ✿ *Passive audience- they don't think*
- ✿ *No individual Difference- everyone reacts to the message in the same way*



# CULTIVATION THEORY

- ✦ *Created by George Gerbner, in 1976*
- ✦ *Gerbner regarded television as dominant force in shaping modern society*
- ✦ *Their belief/ opinion is caused by repeated exposure to the television*
- ✦ *Mean World Syndrome- Gerbner claimed that heavy television users develop an exaggerated belief in a mean and scary world*
- ✦ *Viewers tend to believe things that they see in television programmes or commercials*





# Objective & Functions of Media

- ✿ *To inform*
- ✿ *To educate*
- ✿ *To entertain*
- ✿ *To instruct*
- ✿ *To persuade*





# Democratic Polity & Mass Media



- ✿ *Media is the fourth pillar of democracy*
- ✿ *Media plays a crucial role in shaping a healthy democracy*
- ✿ *It creates awareness among the masses by informing all the political , social, economic activities happening around.*
- ✿ *It educates the masses about the Fundamental Rights enshrined in the Indian Constitution*
- ✿ *Media is the watch dog of the society especially government by criticising the policies or steps taken against public interest*
- ✿ *It reminds the politicians about the promises and agenda*



# Media & Cultural Changes



- ✿ *Media has opened the floodgates of information to people*
- ✿ *It has transformed the world to a global village*
- ✿ *Whatever happens in any corner of the world , it reaches to people in no time.*
- ✿ *Through media people have started to know , understand and appreciate the plurality and diversity within the country and in the world*
- ✿ *People are no longer limited to their own small world .*
- ✿ *They see different culture through media and long and constant exposure leads to cultural change.*



# Rural-Urban Divide in India: Grass-roots Media

- ✿ *Media has been often accused of showing urban culture and catering to the need of the urban or upper class people*
- ✿ *After the globalisation and IT revolution, Urban culture is given more space and time*
- ✿ *Stories related to country started to be limited to vernacular press.*
- ✿ *Satellite channels brought western culture to the living room of masses which attracted youngsters to a great extent*
- ✿ *Social media too played a significant role in the divide.*
- ✿ *TV soaps like Humlog and Buniyad stopped capturing the imagination*



Media & Society  
Both depend on each other  
Both influence each other  
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