

RECEPTION OF MEDIA AS A TOOL FOR SHAPING OUR COUNTRY

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ABSTRACT

Media has functioning tirelessly and serves with effectively to the society. Media is known that a vehicle without matchless. Media which created awareness among the people in right way, It has been contributed during the independent movement especially our freedom fighter were power using tools as media Gandhi said that ‘‘The sole aim of journalism should be service’’ also quote the news papers today replaced the bible, the Koran, the Gait and other religious scriptures .the media has made a strong relationship with people.

Key words:Tirelessly, Vehicle, Awareness, Soul and Scripture.

INTRODUCTION

The nation has changes in toomany dimensions by the mass communication which leads shaping the society in modern structure. An essential of media it has placed on major part of life .The legend, leader, philosopher and writer those were promulgate through by the media. Even the greatest Tamil poet Bharathiyar , Mahatma Gandhi and Rajaji many among freedom fighter used their media to wake up the sprite of independent. Originally the print media to occupy in the regular part of life .Even Periyar has functioning a popular print media is Kudiyarasu which moulded the people against the superstition activities. The media is popularly known as fourth Estate of our constitution. Even though the government has announced for any scheme the media played a vital role. The print media or electronic media to serve the people as mediator between the government and public as well as it has been created awareness among the people.

PERCEPTION OF PRINT MEDIA

During invaded in many countries an incongruous situation prevailed in our country the media has created such tremendous supported to the nation which evoked the sprite of independence to the people in particularly news paper in India which makes many changes in to common people life especially the news paper were contributed while independent movement .Bengal Gezatte started by James Augustus Hicky in 1780 at Culcuta as a weekly paper this news paper to make the clear root for Indian journalism which supported an Indian independent movement same .During the same period there were lot of news papers started including Culcutta chronicle ,Madras courier ,Bambay Herald and Bambay Gazatte these News papers to be started with another part of nation and the Hindi was a common vernacular

language. The first Indian language news was Bengali news paper .Beginning in the 19th century the first magazine was Dig Darshan'in Bangla language also started.

THE PRINT MEDIA MADE A STRONG RELATIONSHIP WITH PEOPLE

The print media has been successfully contributed to the people in different ways. Even if the Government has announced in welfare scheme for people the media played a major role in subsequently it has been known as bridge between Government and the people .During the independent movement especially the print media was consider such as massive tools to change our country.

A great Tamil poet Bharathiyar and his powerful speech has been evoked the sprite of liberty .Even though another Tamil poets to get tremendous influence by Bharathi .The characteristic of Bharathi with resemble as on giant appearance, his eyes to be reflected full of sparking.

Bharathi's magazine carried the motto'' liberate Equality and Fraternity. In 1908 the British has evidence against the proprietor of the journal in India consequently Bharathi was arrested in madras. This journal has continuously release the sateen against British India. He edited and published the weekly journal entitled on India also contributed in Tamil daily, Bala Bharathi which really created such strong sense of independent.

MEDIA IS A TOOL FOR SHAPING OUR COUNTRY

The print media has played a prominent role whenever the government has implemented the scheme and welfare scheme. The major contribution of media is to serve the people. Media has functioning tirelessly by the historical aspect there were a legend and leader with hold an important of media which always supported to shaping the country.

Mahatma Gandhi is basically journalist he believe an essentiality and needed for journalism of our country .Gandhi used to media is a powerful vehicle to change the society. His young India and Harijan become energetic medium for who wants to propagate his views.

Gandhiji wants to promulgate the social development through by enormous support by print media .Gandhi was initiate for his demonstration ,rally and other activities related in independent movement the print media was effectively functioning during this occasion .The media is held the responsibility for our country it support and exchanging feeling and emotion the people.

In the young India a journal of second July in 1925 He wrote 'I have taken up journalism not for its sake but merely as an aid to what have conceived to mission in life .He used to the journalism to serve country without expectation and it also called that matchless weapon. Gandhiji point out that from his Autobiography the sole aim of the journalism should

be serve .The news paper is a great power but just as an unchained torrent of water submerge whole country side and devastated like crops.

MEDIA SERVE IN TO MANY CATEGORIES

Media is functioning in various categories including print media and electronic media the sources are listed the editorial study centre of the Thomson foundation.

NOVELTY

Novelty is major phenomena of news paper it refers that something could happen but never happened. Example ‘man bites dog’ which kind of news really different to the readers the readers perspective they could needed.

PERSONAL IMPACT

It is another kind of reasonable factor which ad interested to the readers the news regard that organizational news or company to declare extra bonus to the employee are good example.

VERNACULAR, CRIME AND RELIGIOUS NEWS

Vernacular news to create interested in to the reader and related about their concern. Example A Local bus crash with three dead can become more important than to dead in the plane crash on other side of the world. An another major part of news is crime it has been serve and adventure among the readers some newspapers and its crime news, murder, cheating etc. are always study interest to the public. Information about religion, spiritual activities makes it appeared to our emotions believe faith, hope and traditional activities.

HUMAN INTEREST, DISASTER AND ENTERTAINEMENT

Human interest story are about really makes useful to the news. It can be revival in different things like the information about the prime minister’s daughter arrested for drunkenness that is evoking and criticising of the news. Disaster and its related news to occupy prominent things in the news paper particularly during the national calamity, Earth Quick and unrest situation of our country. Finally an Entertainment is considered as congruous with other object. In order to provide facilitate to the readers.

Conclusion

Thus media can be serving to the country which has been recognized as part of our nation’s prosperity and development. The media is also consider that a bridge between people and government. Man among the people to get employability by the media which also contributed in many ways especially national economic growth. It has created awareness among the even the government has announced for scheme also implement the scheme media as a tool to support the views ideas from this medium.

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