Media Influences and Analyzing Disruptive Changes: A Descriptive Study

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Abstract

The media play a crucial role in the formation of public opinion towards the happening in the world and especially in those specific areas in which the people do not uses direct knowledge or experience of the phenomenon. The research article is trying to find the implications and impact of media in the process of the formation of public belief and attitude towards self reliant India and its relationship to the social change. Many times it is observed that media plays an important role in areas like economic development, social transformation, disruptive changes, scientific revolution etc. In different ways media shape public debate in terms of establishing social agendas and trying to focus on public interest on any specific subject areas for the betterment of the society at large. Media ensures transparency in the functioning of all other elements those play their parts. The power of all elements is varied from country to country. Undoubtedly, India is going through lots of turbulences related to not only economy but also the pandemic Covid-19. Economic slowdown has experienced by the world economy. So, there is a question mark on the survival of the people of the nation. The unstructured sectors are thoroughly affected and our major contributor is cash economy. In this difficult situation the trade relation with China also disturbed due to the emerged tension in border area. The government is trying its best to rectify and boost the economy to protect the nation from huge debt. Financial institution started playing their roles more effectively under the guidance of Reserve Bank of India. At the same time honorable Prime Minister has announced to be self reliant now. So, it is quite understood that the nation would be going through lots of disruptive changes and the different sectors would be experiencing the same and contributing in its own way. Media also would be playing its part to make the whole nation understand various movements that is happening in different parts of India. The research paper is basically focusing on various disruptive changes happened in the industry and the role of media to explore those things to make nation understand the pathway to growth and better life.

Key words – Disruptive changes, Economic slowdown, Industrialization, Media management

Objectives

Objectives of the research paper are mentioned below: -

- To understand the role of media to promote various policies and transform the mind of audience.
- To study the media effectiveness at large and its impact on society.
- To find the implications in the area of various disruptive social changes.

Introduction

The four pillars of democracy are well defined as Judiciary, Executive, Legislature and Media. Each and every pillar plays its own role to protect the interest and practices of democracy at large scale. Without any one of these pillars it would be extremely difficult to practice democracy in real sense and the overall essence would be demolished. Therefore it can be said that though these are independent in nature but they are equally important to hold the real practice of democracy. India being the largest democracy is known to practice all pillars with equal importance. Nevertheless, the power of all pillars are differently distributed and well explained in the constitution of the nation. Media being the fourth pillar of the democracy ensures that the people from different parts of India should know and understand the ongoing happenings with facts and figures. Video plays an important role to limit the information with which audiences understand various issues and the alternative solution to many political problems those are effectively removed from any public debate (Wirtz, 2011). The implication for communication and policy and the role of new media could be beneficial in the development of a better informed public discussion regarding self reliant India in different ways. The media play a central role in the communication process which involved public that happens in the world. In many cases it is observed that the people not poses direct information on knowledge about the happenings related to the government policy formation towards internal market and external market. The society eventually has become specifically reliant on media to understand various issues those we are exposed. Public interest on a particular subject operates in different ways depending on the media setup and the way a media tried to explain the phenomenon in

front of the public. A multidimensional approach of communication process is quite relevant to understand the situation.

The emergence of digital media has shown the world its power of circulating knowledge and information at a large scale and in many cases contradictory information as well which will ultimately drive any debate where there is a requirement. The effective flow of information from different media groups are involved in creating a knowledge flow towards shaping the society. In terms of shipping content it can be argued that a significant number of privileged groups are contributing towards the production of media accounts which include social and political institutions and different other related groups to shape different agenda to inform people. These groups with different mindsets are involved in different types of discussion to find the outcome which can also so vastly limit the information to which audience has clear access. The analysis of media content is always a prime concern for many people as they are also involved in various agenda. But we must not forget that the relationship of media content to audiences is not one way. Policy makers are also involved in providing Mini information with the help of media and they also try to anticipate audience responses to the manner in which policy has been prepared and delivered in a specific market. In addition to that policymakers also anticipate the way in which their content would be e manipulated and reproduced through different types of media outlets. Therefore the key point is the entire elements involved in the communication process are intersecting with each other and also dynamic in nature.

Literature review

In different cases it is observed that the public debate is transformed it and presented by politically inclined and ideological battles broadly related to different political powerful troops in the society and they would be involved in highlighting the preferred views and explanations those would be involved in influencing audience understanding at a large scale. The media content preparation the process of delivery happens simultaneously to understand and the main procedure in which the people negotiate their beliefs and attitudes in response to media messages. In most of the cases it is observed that these messages are not being received uniformly by different audience group and the level of influence has also varied greatly in

different ways. It is also observed that there is a specific capacity of different audience group to accept or reject multiple media messages and its consequences for the shipping of the understanding of the people in different parts of India. Many media analysis has proved that there is a significant variabilities among the understanding of the people (Westley & Mintberz, 1989).

There is significant evidence that the media coverage combine with different processes of logic and at the same time it claims of knowledge creation and delivery about a specific case like self-reliant India resulted in the development of a belief system among Indian. Direct experience from media is one of the substantial factors in the negotiation process of the delivery of media message in a particular situation (Monaci, 2016). The strength of the media message highlighted in multiple cases where in no evidence of any direct experience or other knowledge-based issue which conversely decreases the experience level of the audience those are exposed to media at different points of time. In many research papers it is found that a number of variables including direct experience knowledge sharing from other multiple sources logical conclusion and the generation of Fear Factor contributed immensely towards the audience acceptance or rejection level of media messages. Therefore it can be said that the media message can influence the audience thought process at a large scale to improve the concept of self reliant India in the best possible way. The mainstream media in India have given a very small space to view different matters with reference to multiple political parties. With reference to the financial crisis the chance has reduced enormously to respond to choice between the offered thing by the government and the actual take away. There are many research reports which conducted a major research project examining the impact of media coverage on audience understanding and their engagement with multiple offerings that is done by the government. It is observed that a segment of the society agree to those offerings but many others don't agree on those government initiatives (Maclaughlin, 2015).

The self reliant India project is distinctively different from other policy or policy related issues as many economic policies are talking about the Welfare of the state but self-reliant India is particularly talking about a significant amount of public participation which goes beyond the attitudinal and thought process oriented support of government policies those are generally formed. Self reliant India in one way a very specific practical approach of the government and at

the same time it involves the fundamental sentiment of the nation of make in India. Patterns in attitude and belief need to be accompanied by the adoption of different behavioral patterns and at the same time the social change will take place which would ultimately drive the nation to a large extent (Lozano, 2013). There are large ranges of factors which have contributed immensely to shape the current reporting of self reliant India which is initiated by the government. There are many variables which have contributed to shape or reshape the social change but that has been routinely analysed with critical stand points for its lack of clarity on the basic scientific arguments of media. There is lots of literary work which is talking about the journalistic norms which is primarily aim towards balanced reporting to shape many issues related to uncertainty. The basic aim of journalistic balance combined with an increasing need for the news to sensitize the society but that can be achieved via constructive conflict and discussion among people which has also supported the skeptics' aims and methods. There is clear cut evidence which shows powerful and well resourced media houses operating to systematically undermine accurate media reporting in many areas as one part of social skepticism. The prominence of media representation has mint that even the National Public Service broadcaster should be in a position to explain any policy which is framed by the government to nourish the overall growth potential of the nation. For all these things it is observed that the news reporting is increasingly shaped by the construction of polarization and many conflicts raised by media personnel or many political parties. In the study it is also investigated many factors which contributed immensely to the audience members acceptance or rejection of media messages and at the same time it is exam in that the conditions under which the new information which is gathered by the media and represented in the society might lead to the attitudinal changes in overall behaviour (Lowe & Brown, 2016). Media and government are trying to establish and effective correlation between them to promote multiple new age strategies those could be extremely beneficial for the betterment of the society and nation at large.

There was a sense by using which the evidence could be manipulated to present multiple arguments which comes from different parts of the society and to promote different agendas which could be related to the government it or the opposition (Kotter, 2012). One of the groups thought to be engaged in Agent delayed information while they try to present themselves through media and this could be related to not only the fact that politicians are only involved in the

process at the same time many other groups those are also speaking on the same line to address one issue. At the end of the day it is to understand certain facts which are related to the development of the nation. Self reliant India it is not only a project but also it is talking about a way by using which India can grow economically better than other Nation. Manufacturing is one of the major areas that we really need to improve upon and at the same time we need to take care of the main trendsetting part that is services. Agriculture sector also should be taken into consideration while we are formulating any policies related to self reliant India. Government is focusing maximum on MSME sectors and at the same time their focusing on small scale industries which is occupying the maximum proportion of our economy. Such economy is also known as unorganised economy broadly. Conversion of unorganised sectors to organised sector is also one of the major challenges in front of the government to shape self reliant India project successfully. Startups are also been taking care of and reviewed to find or to create job opportunities in small scale business segments.

Implications

The issue related to the structural barrier to accept something which is delivered by by the media demands some kind of explanation for the failure of either the media message or the attitude to translate the content as per the requirement of the behavioral or attitudinal change which is happening among the people. But with reference to the media involvement related conflicts are needed to grow further. The practical sense of the most effective course of actions basically rooted in the proliferation of media opinions and arguments which is continued to be cited as one of the important barriers to take further action for the betterment of media usage at large (Zotto, 2005). Henceforth it can be said that the role of media plays an important role to formulate a belief system among people which could be related to the self reliant India or indigenous manufacturing etc. The fieldwork of media is also playing an important role to gain public attention for a longer period of time and that will help to create an impact in the audience mind and with the help of that the level of concern and prioritisation can be monitored. In spite of many barriers it is also observed that the media has a unique capability to change the behaviour In response to the information from public whatever they have received in due course of time. This particular thing will ultimately strengthened with the help of experience of taking part in the

focus group discussion rather than radically altered discussion which is organised by any media. It can also be noted that people who had made the greatest changes they are somehow promoted by some kind of media and people are also opinionated about some kind of media influences. Any kind of longitudinal study related to the media involvement for the implications of media reports explain the importance of policy formations by government and its applications in different ways. The reinforcement of any particular message plays an important role while media is trying to to appeal the common mass in a varied market place. In many cases it is observed that there is a relationship between the prior exposure to information and the degree to which the information has an impact on the belief system and the opinion which is already formed in the group. It is observed those had been least exposed to media subjects were generally open to adjusting with their views but on the contrary those who arrived with help of group opinion are least likely to change their opinion towards the new information. At the same time exposure to a great degree of polarized coverage of multiple issues often helps to form firm opinions of opposite position.

Conclusion

The information that people are generally receiving from different media accounts can both legitimize the actions of powerful essence and it helps to facilitate various changes at the collective level and at the same time also limit and shape the behaviour and attitude of individual those are ready to central to wider social change. There is a need to investigate the relationship between the belief of any phenomenon and political conclusion which is prepared by any people. Self reliant India is a trendsetting project but has been politicised in a negative way which is shown by the media and there is a definite adverse impact and due to which the success can be compromised. The review paper has shown that the media plays facilitating role in between the policy maker and the people and media is trying their best to create awareness among people about the self reliant India and at the same time they are trying to educate people about the benefits of self reliant India. Media is also playing a possible role in shifting the behaviour of the people especially where there is a requirement of structural support as far as the understanding of self reliant India is concerned.

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