

PART OF MEDIA IN DEMOCRACY WITH SPECIAL REFERENCE TO INDIA

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ABSTRACT

Democracy is a system in which people of a country choose individuals to rule over them. Elections are the festivals for this religion. The media- as being the mirror to both voters and candidates have tremendous power over the elections. Ideally, fair media helps the democracy to reaches its real pinnacle, in the interest of people who vote.

Media changed our way of seeing this play of voting. Hence, if the meaning of media is corrupted, so is of democracy too.

Now a days, few of news channels work as advertising firms, if you can afford them. On the floor of main politics is a major factor as it can swap the real idea of democracy without changing the process. Media should tell the voters about the good and bad of candidates. Thus, voters will be able to look for their interest.

Anchors have the power to increase or decrease the chances of any party holding court in the dining rooms. It's powerful and reliable as most of the voters are not able to see the whole picture. If the voters will not trust the media then the fourth pillar of democracy will stand destroyed and the floor on which this nation stands will fall.

KEYWORDS: Media, Social Responsibility, Indian Media, Indian Democracy, Influence of Media

INTRODUCTION

Indian Constitution is a masterpiece of Democratic form of Government. Its Preamble declares the democratic structure of governance in India in very beginning. The Government of the people by the people providing democratic constituents and securing fundamental and human rights to all Indian citizens. And except for three pillars of democracy which are the Legislature, Executive and Judiciary there is a fourth pillar which completes a democracy is 'Media or The Press'. Media is referred as watchdog of society, is guardian of the public interest and media act as a conduit between governors and the governed remains deeply ingrained. As media plays an important and integral part in democratic government it also sometimes rise as a threat for the democracy. In ways to interpret the news in their own way from the real truth, in election campaigns, in raising unethical issues which can create clashes in between public and also in government. Media is something on which people trust and the misinterpretation can change perception of people also it can create a situation of misinformed people.

In this paper the role of media is focused on the stability of democracy which includes agenda of elections set by media which obviously directly proportional to the choice of vote of the people. The act of media as advertising firms which is unethical with respect to democratic function by which elections should be organised. How politics enters in newsroom and becomes the part of anchors to set a political media scope in respect to gain much profit, and set the results as funding political party wants. This way of media unable the public to see the whole situation of politics and news which is half of the picture. This lack of important information in the public creates a situation in which politicians can play with public to gain votes which can lead to coming of inappropriate political party in power. This is the point where democracy fall because its fourth pillar is corrupted and hence there is several chances of falling of nation.

Not every time the media fool around their audience although in India media had a significance presence from pre independent India and played a role of watchdog for the Indian society because of media people get informed, educated and also entertained. Lot of scams, war, civil clashes, political mischiefs, natural hazards etc. were reported by media regularly to get public updated and it sometimes help public in personal manner.

Role of Media in Indian Democracy

Popular government is a framework in which individuals of a nation pick people to control over them. Elections are the celebrations for this religion. The media-similar to reflect to both voters and applicants have gigantic control over the elections. In a perfect world, reasonable media helps the vote based system to achieves its genuine apex, in light of a legitimate concern for individuals who vote.

Majority rules system can't be fruitful without free press. Free press is extremely mandatory, as it is the voice of the general population. In any case, media should not fall as a casualty to some monetary or some other allurements, and should continue sincerely serve the general population.

It is the mass media that make the exercise of freedom of expression and information a reality.[2]

The media is considered as fourth mainstay of majority rule government. It makes us mindful of different exercises from fields like legislative issues, sports, monetary social and so on. It is likewise similar to reflect which demonstrates the uncovered truth and now and again it might be brutal. Be that as it may it assumes an urgent part in forming the general population minds. Media assumes an imperative part in moulding the vote based system. It is called as spine of vote based system. It enables the residents by data. Media orchestrates the civil argument so diverse perspectives with respect to same issue could be advanced.

Freedom of Press

The Freedom of the Press is mentioned in the Indian constitution. The Right to Freedom of Speech and Expression is provided in Article 19 of the Indian Constitution. It is that Freedom of Speech and Expression in Article 19 of the Indian constitution include freedom of the press.

Citizens of India are guaranteed the right of freedom of speech and expression. Every Indian, including press reporters, can express ideas and views freely through press and public platform.

“Freedom of the press affords the public one of the best means of discovering and forming an opinion of the ideas and attitudes of their political leaders. In particular, it gives politicians the opportunity to reflect and comment on the preoccupations of public opinion; it thus enables everyone to participate in the free political debate which is at the very core of the concept of a democratic society.”

The media inform the public about matters of public interest and act as a watchdog over government:

“it is ... incumbent on [the press] to impart information and ideas on matters of public interest. Not only does it have the task of imparting such information and ideas: the public also has a right to receive them. Were it otherwise, the press would be unable to play its vital role of "public watchdog"

There are two angles to this vote based part of the media: to educate the general population and to go about as a watch dog of government. This part does not force specific obligations on a specific daily paper or broadcasting station. Or maybe it forces an obligation on governments to guarantee that the media can do these capacities. This principle clearly has practical implications in the election context.

Governments may regulate the technical aspects of broadcasting. Frequencies ought to be assigned in a reasonable and non-unfair way. The media are liable to the tradition that must be adhered to - in matters, for example, criticism or instigation - however when in doubt governments may not confine the contents of the media.

“The political system in India is close in spirit to the model of liberal democracy. In the constitution of India the power of the legislature, executive and judiciary have been thoroughly demarcated. The party system in operation is a competitive one with flexibility of roles of government and opposition. There is also freedom of the press, of criticism and of assembly (Pelinka 2003).”

Censorship of Press during Unfavourable Conditions

Freedom of expression empowers one to express one's own voices and in addition those of others. In any case, flexibility of the press must be liable to those limitations which apply to the right to speak freely and expression. The limitations said in Article 19 are defamation, contempt of court, decency or morality, security of the state, friendly relations with other states, incitement to an offence, public order and maintenance of the sovereignty and integrity of India. The status of flexibility of the press is the same as that of a standard resident. The press can't assert any resistance from tax collection, is liable to similar laws managing mechanical relations, and squeeze workers are liable to similar laws controlling modern business.

Again, the press appreciates ordinary flexibility of expression ensured by Article 19 of Indian Constitution. Consequently no law can be passed to condense its flexibility of expression, can't be subjected to unnecessary or restrictive weights to diminish its flow and can't be subjected to particular duty purposely forced to cut-off course of data. In gist, the constitution does not concede any energy to the administration to force discretionary confinements on the press. Legislators in power regularly feel extremely enticed to pass laws limiting press opportunity, to withhold data prone to create unfavourable responses among the general population. In 1976, during the emergency, the Parliament

ordered the Anticipation of Production of Objectionable Matter Act. The Janata Government in 1978 revoked the Demonstration. Notwithstanding, the 44th amendment embraced in 1978 has given the Parliament generous forces to manage squeeze opportunity. Another article, Article 361A has been added to the constitution with this question in view.

The censorship of the Press is an exceptionally significant and delicate issue in each popular government. As a rule squeeze restriction is viewed as exceptionally undesirable beware of the flexibility of free articulation of perspectives. In India, the constitution does not particularly preclude squeeze control. Consequently just mind the state in falling back on oversight is that it ought to be sensible. Indeed, even this keep an eye on the administration was not there before the first change of the constitution in 1951. Yet, in two cases, Brij Bhusan versus the Condition of Delhi and Ramesh Thapar versus Condition of Madras, the Preeminent Court held that control forces clear confinements on the right to speak freely and expression. After the last change, control is allowed in the event that it is sensible and on the off chance that it is called for in light of a legitimate concern for open request.

Consequently the present position is censorship is substantial in times of emergency in the event that it is sensible and if in light of a legitimate concern for open request. In times of crisis under Article 352 control is legitimate when Article 19 itself stands suspended under Article 358 of the constitution.

Media and Elections

The media is vital part in the best possible working of a majority rule government. Dialog of the media's capacities inside discretionary settings, regularly concentrates on their "watch dog" part, by free examination and exchange of the victories and disappointments of competitors, governments, and constituent administration bodies, the media can advise the general population of how viably they have performed and consider them responsible. However the media likewise have different parts in empowering full open interest in decisions.

By teaching voters on the best way to practice their equitable rights; By providing details regarding the advancement of a decision crusade; By giving a stage to the political gatherings and contender to convey their message to the electorate; By giving a stage to the general population to convey their worries, suppositions, and necessities, to the gatherings/hopefuls, the EMB, the administration, and to different voters, and to interface on these issues; By permitting the gatherings and contender to discuss with each other; By reporting results and checking vote tallying; By examining the discretionary procedure itself, including appointive administration, with a specific end goal to assess the decency of the procedure, its productivity, and its integrity; By giving data that, quite far, maintains a strategic distance from provocative dialect, avoiding race related brutality.

Media plays one of the crucial roles behind the formation of public sphere (Panikkar, 2004).[6]

The media are not the sole source of information for voters, but in a world dominated by mass communications, it is increasingly the media that determine the political agenda, even in less technologically developed countries. A report by the Cairo Institute for Human Rights Studies put it this way:

The media plays a major role in keeping the citizenry abreast of current events and raising awareness of various issues in any society. It also has an extremely significant impact on the public's views and way of thinking. The media is the primary means through which public

opinion is shaped and at times manipulated. If this is the media's role then in normal course of events, it becomes even more vital in exceptional periods, one of which is electoral junctures, when the media becomes a primary player. Elections constitute a basic challenge to the media, putting its impartiality and objectivity to the test. The task of the media, especially national media outlets, is not and should not be to function as a mouthpiece for any government body or particular candidate. Its basic role is to enlighten and educate the public and act as a neutral, objective platform for the free debate of all points of view.[1.]

It is hence that decision perception groups, for instance, routinely remark upon media get to and scope of races as a foundation for judging whether elections are reasonable. Checking the media amid election periods has turned into an inexorably basic work on, utilizing a blend of factual examination and the strategies of media studies and talk investigation to quantify media's role in election.

Paid News Concept and Corporate Behave of Media

This closeness between the media and corporate India prompts to a terrible perplexity of needs. Rather than media houses depending on promoters to store quality reporting, the relationship turns out to be treacherously switched. Sponsors and corporate units start to depend on news outlets to encourage their interests.

It appears the Election Commission of India is the main body in the nation that is truly attempting to battle the noxious routine of "paid news". On the off chance that different associations, including associations that claim to speak to the interests of columnists and other media experts, assumed a more proactive part in controlling this degenerate practice, the marvel of disguising ads as news could be diminished to some degree. This is tragically not happening at a critical pace.

"Paid news" in India and others parts of the world basically exude from the way that a significant part of the broad communications is ruled by corporate combinations that are fundamentally intrigued by augmentation of benefits. The "fourth bequest" on the planet's biggest majority rule government regularly underscores business contemplations instead of scan for reality and consider responsible those in places of force and power.

The freedom of the media and its capacity to realize straightforwardness in the public arena by assuming an ill-disposed part against the foundation get traded off due to defilement inside the folds of the media itself. Paid news is one especially unfortunate indication of the ills of the corporatized media that puts out data that stances as though it has been autonomously and equitably delivered however has really been paid for.

Paid news on government officials and political gatherings subvert a standout amongst the most principal of vote based standards: the immaculateness of the vote. The self-rule of the media is intended to encourage more prominent responsibility of open identities and lessen defilement. In any case, when the media itself enjoys degenerate practices, particularly amid election battles, it truly undermines the procedures and structures that are intended to maintain and reinforce popular government.

The real difficulty in curbing the phenomenon has been summarized thus by the Ministry of Information and Broadcasting to the Parliamentary Standing Committee on Information Technology headed by Rao Inderjit Singh (in its report presented in May 2013): "Though there is a well-established procedure to take action for such violations, the problem is to establish the violation itself *per se*. There are so many different ways which can be adopted towards obliging the (newspaper and television) channels financially that it is extremely difficult to establish a violation in this regard." [5]

In other words, paid news is hard to distinguish through a hunt down any settled arrangement of parameters alone. Black Money (which is likewise famously difficult to tag or track) is frequently required in paid news. For this and different reasons, the inborn misdirection required in going off promotions as news involves a surreptitious action. Its event, in this manner, can be dependably settled by just its members and that too by recognizing that they are blameworthy of abusing different laws, including those identifying with extortion, double dealing, fraud, deception, election of representatives of the people and non-payment of taxes.

Paid news is a more complex issue. Large segments of the corporate media have made a basic towards such corrupt practices - such practices involve unimportant expenses however guarantee potential and genuine financial increases that are significant. All around, lease looking for, benefit expanding substances will, as a general and even instinctive manage, act to build returns as opposed to take a gander at social externalities. In any case, when the broad communications receives such corporate standards, in India and somewhere else, it sends a signal that it will reduce or even repeal its part as a defender of public interest and authority of responsibility.

It is nothing unexpected, then, that the paid news issue as a composed wonder shows up rather obstinate, including as it does, officials and government officials cutting crosswise over partisan principals and agents of segments of the corporate media who exist together advantageously. This nexus can't be debilitated effortlessly. In the meantime, in India, a more ready citizenry (counting per users of daily papers and viewers of TV stations) can and has had any kind of effect in conveying the issue of paid news to people in general space.

Likewise, areas of the nation's broad communications (some of which are on the edges of the supposed "standard") have highlighted - and will ideally keep on highlighting - this corrupt phenomenon. Still, not each one of those named have been disgraced. Be that as it may, there is as of now more noteworthy attention to genuine and show threats that paid news postures to Indian vote based system.

Findings and Conclusion

In Indian democracy media has a commitment which is significantly associated with the monetary conditions. The current circumstance is not precisely consoling and certain areas ought to be tended. Media affiliations, whether in print, electronic media, radio or web must be more mindful to the general population. It should be watched that master respectability and good rules are not surrendered for unethical practices. The chance of press in the country is a present for the all-inclusive community. Nevertheless, this blessing can turn out to be severely mutated when controls set in. The self-regulatory framework across over media affiliations ought to be adequately strong to stop peculiarity at whatever point they happen. Workplaces like Press Council of India ought to be vigilant to stem to root. Gigantic media mixes

are an honest to a fault, often becoming a hazard. To counter this issue pluralistic media affiliations which are fiscally down to earth ought to be encouraged. Assemble participation is a target that the media should take a step at in a country like India.

The research done by keeping in mind the criterion of the paper produced conclusive results that all pointed towards the fact that democracy plays a pivotal role into shaping the voice and tone of media in the country. Media thus, has been aptly named the fourth pillar of the Indian foundation. It affects the thought, cognitive and perceptual process of the nation's citizens thus instilling into them the very essence they aim at portraying of the politicians and government in general.

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