

SUSTAINABLE DEVELOPMENT GOALS AND ROLE OF MEDIA

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ABSTRACT

Today India is the most powerful developing nation and the largest democratic country in the world. In its contains emphasis is provided on role of media as a public educator and informer. It also talks about significance of media in teaching learning process. It provides all the useful information necessary for the survival of human being in the society. Thus, media play an important role in sustainable development. The most important communication tool presented in different forms especially mass media have been playing a major role in shaping perceptions and awareness of SDGs. Moreover, can do a lot more in direction of SDGs, which points to goals of peace, social participation, justice, accountability and effectiveness.

Key words: - *Media, Sustainable development, culture, development*

INTRODUCTION

India is the seventh largest democratic country in the world. One of the great achievement of India is our vast expansion and exposure of media. After independence, India has made a tremendous progress in the field of mass media especially audio visual media. In the present era information technology, no one can deny the power of potential of the media. Everything about the present society is nothing but a media thing. And what is most peculiar is the rising of a new media consciousness.¹ Different forms of media play an important role in shaping the perception of people by making them aware of sustainable development. Among different forms of mass media, electronic and print both medias are playing important role in reporting sustainable development goals and raising awareness among masses thus providing better understanding of the agenda for sustainable development goals. The concept of sustainable development must be balanced with growth that meet peoples need and protect the environment. Especially Television with its power of informing, entertaining and educating its viewers. India is the most populated country after China where the population is growing every second with this situation will inevitably mean an increase pressure on the environment, culture and society. Therefore it is the need of an hour that every single human being pursue an effective path of sustainable development. This lead people to learn an effective way by disseminating the information in areas of agriculture, environment, health and hygiene etc. all necessary education regarding sustainable development among masses. Media also provide essential stuff like news, current affair, bulletins, entertainment based articles and shows about education, public health and hygiene environment, ecology n development based information and shows.

INDIAN MEDIA

Communication plays an important role in the process of human development. Communication of development is about participation, dialogue, sharing of knowledge and the information among people. It takes into account the need of aspiration of the people in the development process In India media has acquired is specific space in everyday life of the layman. Media being the fourth estate has a prominent role in the success of democracy. We need to elect our representative to rule us. In views of Shrinivasan, no democracy is possible unless its citizens are fully informed on anything affecting their life. Therefore a way has to be found to organize the decision-taking process in the media so that, on one hand, citizens are always fully informed and, on the other hand media are under the real control of the community.² Media has played pivotal role in the society by providing useful information necessary for the survival of human being in the society. It also can provide an effective way to mobilize support and increase public awareness about various aspects of life. Media provides us information about wheatear forecast to business, policies and political, social, economical, cultural, academic reforms taking place in the country. For the democratic country media works like a backbone.³ It helps the common man by educating him about their rights and duties in the society. Mass media isn't more than 100 years old, but the development in content and technology can be compared with the best in the world.⁴ Further

mass media provides information to the masses within less time by taking a wide coverage of information regarding anything that is happening in any corner of the world. These media easily reach groups, allow respected use, give more reality, influences attitude, shows cause and effect relationship and ultimately motivate the audience.⁵ The noticeable contribution of the media is to bridge the widening gap that is said to be the opening up between the private and public worlds. It also helps in modification of attitudes, inculcation of desirable values and acquaintance with the cultural heritage and also act as agency of social change. Mass media are useful for reinforcing group dynamics and interpersonal communication.⁶ It make the instructions correct and stimulate interest and excite curiosity in things. Different forms of media play different roles based on their characteristics, popularity, expansion and reachability. Similarly categorised according to geographical are, classes, requirements, effectiveness and impact in order to achieve the desirable output what the media has planned for. Radio, TV, press, motion pictures, internet, social media and new media etc. makes the concept more clear, durable and realistic.

SUSTAINABLE DEVELOPMENT

The term sustainable development on the international and domestic arena appeared to find its way amid many contemporary terminologies such as globalization, clash of civilization, modernism, post modernism, human development, structural, genomics, informatics etc. It is not limited to environmental awareness, but aims to establish a better balance between economic, social and environmental dimensions. Sustainable development is a multidimensional and multi-disciplinary concept covering almost all spears of human activity, has become the concern of economists, ecologists, administrators, communication experts, environmentalists, human rights activists, lawyers, feminists, scientists and NGO.⁷ In other words, it has become everybody's cup of tea. The Brundtland Commission's brief definition of sustainable development as, the ability to make development sustainable-to ensure that it meet their own need. Sustainable development relates to social change, its directions and possibilities.⁸ Its evolution is rooted in hindsight, which trails man's incorrigible tendency to commit mistake and aversion to learn from the past mistakes, big or small. It is true that idea of sustainable development has attracted groups with different interests. However, the interests and activities of each other, towards meeting the common goal of sustainable development, for instance, completely an economist pay attention to growth, a biologist pays attention to bio diversity. All their efforts are towards meeting a common goal. The sustainable development goals is a set of 17 goals identified by the UN at the sustainable development summit in 2015 with 169 targets. It is important now, more than ever, to address the concern for environment and adopt SD as an agenda of the country, at both the macro and micro level. Mass media is a significant source to carry this message across. To get a clearer perspective of where the country stands in examining the essentials of the environment it is important to know the way mass media, especially news media reflects environment in their coverage.⁹ Between these goals, provide a powerful aspiration of improving our world. The word sustainable itself means something that lasts long while development implies a change that is considered desirable in a society. It was this realization of the link between environment, economic development, social development and environmental protection at the local, national, regional and global level.

ROLE OF MEDIA IN ACHIEVING SUSTAINABLE GOALS

In our society media is playing very crucial role in day today life of people. The most important communication tool presented in different forms especially mass media have been playing a major role in shaping perceptions and awareness of SDGs. Mass media companies and advertising agencies take a variety of forms in their efforts to communicate scientific knowledge among masses. They include mainly print, electronic, internet, radio, and number of new media. Electronic media are the mostly consumed media these days, are effectively preparing a group for introducing innovativeness and for reinforcing messages. Are very fast and successfully disseminating the information about SDG with the help of government officials, environmental activists, scientists and industrialists and broadcasters have together set the agenda for creating awareness regarding discussion on SDGs. Sustainable development is the key to success today. With the rapid innovations in the communication technology, its ease of accessibility to the masses coupled with increasing economic pressures there is a significant change in the roles, operations and practices of new media and news professionals in the last decades.¹⁰ The digital age has witnessed numerous successful social campaigns, in print and visual media at a global level as NDTV Toyota a green campaign was purely aimed at creating awareness about environment and involving people to make a difference. Audio visual media played a major role in sustainability issues like climate change, poverty, ecosystem, environment protection, inequality and economic development with lot of government support and initiatives like Swacha Bharat Abhiyan, Beti Bachao Beti Padhao, Sarva Shiksha Abhiyan has motivated people to participate in development program. Electronic media as a mass media has a huge appeal to common person. News, features, documentaries or development campaigns regarding SDGs are made such that it create interest in the minds of the viewer. The content is made contemporary to attract people of all ages and classes is successfully capable enough to influence people to take part in development programs.

Thus, media is clear about the approaches like preventive measures in case of reduction of child mortality, eradication of diseases like HIV/AIDS, by education etc. Similarly curative approach like counselling about to take safety measures like daily health, and services as programs like hello doctor on TV. Correctional approach like pointing the need of education, eliminating poverty and hunger. Rehabilitative and development approach like correcting the taboo of HIV/AIDS, and information about the NGOs bringing rays in many lives. In addition, taking all possible efforts for socio-economic, environmental and cultural development to take place in the society.

CONCLUSION

It can be said that media can play a vital role in achieving the SDGs to create awareness about it. Some important scientific content used articles, films, shows; advertisements in public interests have to be worked out at grass root level for creating scientific awareness and information among the masses regarding SDGS. It is worth taking into account that effective popularization in media both print and audio visual requires a special kind of discourse, which is not, just simplifies messages but different one with its own characteristics, value difficulties. So media is playing very important role in achieving SDGs by different ideas, gimmicks and innovative tricks in taking consideration of the positive receptivity of the public is very significant.

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