Media Crossing Limits: A Study of Media Houses of India

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Abstract

A democratic system necessitates freedom of the press, which is fundamental to freedom of speech. This right is guaranteed under the Indian Constitution, which includes the Fundamental Right to Freedom of Expression. Individuals' rights are respected by the media, but they must also operate within the parameters of legal principles and laws. In framing these concepts and laws, minimal criteria have been used, and they are not meant to detract from greater protections for free speech. The media[1] has an impact on how people perceive and discuss facts in society. The protections of a healthy democracy include media freedom and plurality, as well as criticism of those in authority. The first step toward independence and personal freedom is to keep an eye on and ensure ownership diversity.

Key words: Media, Indian, government, democracy, technological etc.

Introduction

- The media is sometimes referred to be India's "fourth pillar" of democracy. It's a vital tool for connecting the people with their government. Today, news is readily accessible to everyone, everywhere, at any time, due to technological advancements, and it shapes public opinion on just about everything.

- As a result, it's critical to understand where and why the news originates from. We get a wide range of viewpoints from many media sources. The diversity of media outlets represents a fundamental democratic principle, namely the freedom to express oneself. The media is crucial in maintaining democracy, therefore it's critical that the media as a whole operates democratically.

- As a result, media[2] outlets must offer their audience with truthful information free of any prejudice or ulterior motivation if they are to fulfil their natural function. In the wrong hands, the media may be a dangerous institution that threatens democracy.

- **Democracy in India**

India is a constitutional monarchy with a free press. As the fourth pillar of democracy, the media is essential to a country's well-being. India's media enjoys a high degree of independence, and when that freedom is challenged, the country responds violently.

Article 19 of India's constitution, which deals with the preservation of various rights related to freedom of speech and expression, guarantees to all people the right to freedom of speech and expression. This right to freedom of speech and expression is enshrined in Article 19 (1) (a). Article 19(1) of the Indian Constitution guarantees the freedom of the press to participate in the business of conveying news to audiences, including news organisations (g).

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[1] "Mark Cooper, Media Ownership and Democracy in the Digital Information Age, Consumer Federation of America, 2003"

[2] "Inaugural address at the Biennial Session of National Union of Journalists at Hathras on 15 June 2013"

- **Traditional methods of mass media**

There used to be just one method of disseminating information: print. This was followed by television, and finally the internet. With a combined readership of over 240 million copies, India's daily newspapers are the world's second-largest newspaper market.

- **Recent advancements**

Recent technological developments have simplified the process of disseminating information. It just takes a few seconds for breaking news to be broadcast throughout television and social media platforms.

The role of media

- **Electronic Media**

Media platforms based on the internet offer new tools for professional journalists and a platform for citizen journalists[3] to report on important occurrences via social media[4] and blogs. Digital sites are quick to launch and low-cost to keep updated. The locker room fraud revealed via Instagram is an excellent illustration of this.

- **Reality**

The media highlights both the positive and negative elements of government institutions. Any organization's ability to operate effectively requires openness in its governance.

- **Spreading awareness**

When it comes to exposing shady business practises in the nation, nothing beats the media. Even throughout the outbreak, the Indian media was very active, providing us with daily updates on the outbreak's progress as well as disclosing the staggering costs hospitals were levying on Covid patients. The media has also played an important role in raising public knowledge of natural disasters such as the Amphan and Nisarga cyclones, as well as earthquakes that have struck major cities across the world.

- **A platform to put forth views**

On the news channel, people express their views and engage in debate on important social, economic, and political topics. We may also see interviews with famous people that would otherwise be impossible to see.

- **Use of freedom**

Because politicians are accountable to the general public, the media takes advantage of their freedom of expression to expose massive frauds and ask hard questions of them.

Why is the limit necessary?

- **The concept of freedom**

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[3] "Arriaza Ibarra, Karen, Eva Nowak, and Raymond Kuhn, eds. 2015. Public Service Media in Europe: A Comparative Approach. London & New York: Routledge."

[4] "Brüggemann, Michael, Edda Humprecht, Rasmus Kleis Nielsen, Kari Karppinen, Alessio Cornia, and Frank Esser. 2015. "Framing the Newspaper Crisis." Journalism Studies 17, no. 5 : 533–51"

There is no such thing as total freedom. There should be no restrictions on the freedom of the press, but increasing worries about false information, data manipulation, fake news, and populism, among other things, are prompting authorities to do so.

- **Bombarding unnecessary information**

When it comes to distracting people from crucial problems like unemployment, governmental policy, and poverty, the media often plays a key role. People are often polarised by media[5] outlets due to their differing views. A skewed version of the news is sometimes presented, leading viewers to think the same thing.

- **Authenticity of the data**

Because to the internet and proliferation of online media, trust in the accuracy of information has risen to an all-time high. Fake news may destabilise a country's socio-political climate if it spreads widely. There should be a system in place to prevent this.

- **Spreading unnecessary hatred**

There have been many incidents involving pointless religious, political, and social problems that have stoked racial tensions and other forms of intolerance. It's immoral to slander someone on social media sites like Instagram or Twitter because of a personal grudge.

Unlimited Media Freedom Harmful: The following supports the notion

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Terrorism is on the increase, and governments are responding by adopting a protectionist posture in order to prevent critical information from leaking via the media[6].

Article 19 (1) of India's Constitution guarantees freedom of expression, which includes freedom of the press (a). The freedom to educate the public incorrectly is not promoted, however.

Conclusion

As a consequence of social media, a varied social structure has been formed as a result of communication platforms that promote the formation of relationships between users from various backgrounds. Inquiry and decision-making are encouraged by user-generated content. Researchers in a wide range of disciplines, including information systems, have paid close attention to social media because of its importance to so many different stakeholders. There is no comprehensive evaluation of the literature on social media that combines and synthesises the results obtained from the many studies. One hundred thirty-two social media and social

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[5] "Benson, Rodney, and Matthew Powers. 2011. Public media and political independence. Lessons for the Future of Journalism from Around the World."
[6] "Bruno, Nicola, and Rasmus Kleis Nielsen. 2012. Oxford: Reuters Institute for the Study of Journalism"

networking-related articles, published between 1997 and 2017, are examined in this research. The majority of the articles examined here focus on social media's behavioural aspects, including evaluations and suggestions, as well as how organisations may use it. The feasibility of online communities and social media as a marketing medium has been studied extensively, and many elements of social media, including the dangers connected with their usage and the value they generate have been examined extensively.

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