



## Mass Media and Social Awareness

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**Abstract:** *Media plays a vital role in society. Media Collect and communicate the news and views on various issues and topics to target audiences. Newspapers' reports, articles, editorials, features, letters to editors informs and educates to their readers on different types of issues while radio is a medium of expressing and sharing ideas, thoughts, information, feelings, views, skills, problems and prospects of weaker, disadvantaged, poor and hard to reach with the mainstream population in remote area. Television provide essential information and knowledge in order to stimulate greater agricultural production, to promote and help preserve environmental and ecological balance, to disseminate message of family planning as a measure of population control and family welfare, to promote national integration to act as a catalyst for social change.*

**Key Words:** *Media, Print Media, Electronic Media, Radio, Television, Films Society, Development*

**Mass media** are very important components of society. Their use in a developing country like India is considered most crucial in the challenge to mobilize people for awareness activities. Mass Media are the tools that facilitate dissemination of information and entertainment to a large number of people. We can say mass media are the vehicles of Mass Communication. Mass media inform, educate, entertain, and motivate a vast number of audiences aware of things. Mass Media are the tools large-scale of producers and distributors of various types of messages. According to Media prophet Marshall McLuhan, “the medium is the message”. The mass media have assumed a significant place in our society. Individually or collectively, they serve the needs of various audiences who have specific preferences. Some audiences want news, information, entertainment, films, music, dance etc., others seek guidance to solve their socio-economic problems. Each media is powerful in its own right in serving people and each has gone through several stages of development due to pressure and competition from newer communication technologies. According to Wilbur Schramm, ‘A mass medium’, ‘is essentially a working group or organized round some device for circulating the same message, at about the same time, to large numbers of people.’ Mass media have founded the idea of mass production and mass distribution. Copies of Newspapers and magazines are printed in thousands and circulated in vast area. Press, radio, television, cable television, cinema, internet are different kinds of mass media.

**Print Media:** Newspapers, magazines, books, pamphlets, leaflets, posters, banners and other printed matter have served the literate people for a long time. The growth was slow in the beginning but as demand for education and information increased, print media evolved rapidly and enormously. The twentieth century has seen the rapid growth of the newspaper industry and to withstand challenges posed by newer electronic media, newspapers have adopted the latest technology of computerization to speed up the production process and improve their quality. Traditionally, newspapers serve the interests of a specific community, with news, comments, features, photographs and advertising. At present in India, there are all kinds of newspapers like, big, medium, and small. Their nature is local but some big dailies are national, catering to the interests of readers in many parts of the nation.

**Electronic media** like radio, television, cable TV, Satellite television, Internet, cinema etc. is informative and entertainment channel. Electronic media different from print in different ways. Impact of electronic

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