

# An Analysis upon the Contribution of Media Communication in National Development: Continuity and Challenges

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**Abstract – Development has turned into the worldwide 'common religion', since the previous 40 years- and a rallying call for all nations - rich or poor, solid or feeble. It is a long and complex developmental process-more a process of social change as opposed to only age and aggregation of material assets. Researchers have proposed different hypotheses and models while development offices set different objectives for the development of nations and a portion of the speculations have neglected to yield comes about and new hypotheses that rose have attempted to offer answers for accelerate development. The positive part of development has been perceived in underdeveloped nations since information dissemination assumes a key part in bringing a social change among the collectors. Analysts have agreed need to dispersion of information to the recipient through relational and mass communication channels.**

**In the present dynamic world, communication and its part has turned out to be extremely particular and huge. In India, present day mass media alone can't reach to the a large number of individuals in rural areas who have no normal access to TV, newspapers, internet and so on because of poverty and illiteracy. The cutting edge media's compass is to a great extent limited to urban areas. Information, education and excitement don't reach to a huge dominant part of the general population in rural and remote areas. The mass media has ended up being charming, indifferent and fantastic. Therefore, the cutting edge media isn't reasonable for saving cultural legacy and advancement of people performing customs and expressions. The people media has momentous effect on rural society in view of the worthy maxims, practical centrality and the cultural esteems. Society media can beat the challenges of language, discourse, words and different hindrances of communication like enthusiasm, understanding, translation, mentality and observation. Society media is a standout amongst the most essential vehicles of social change and nation building.**

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## INTRODUCTION

The media, with particular reference to the aggregate substance of newspapers, radio, television and the International Network (Internet), assume an imperative part in national development. National development includes changes or progression in a nation went for enhancing the political, economic and social existences of the general population. The genuine impact of the media in national development will rely upon the media themselves, the social orders in which they work, and the group of onlookers they reach. None of these elements are the same all over the place, consistently, or under all conditions. The media in autocracies, for instance, are not liable to practice an indistinguishable impact from those in vote based social orders. Indeed, even among comparative kinds of government, different variables, for example, technology, the intended interest group and the

message, may impact the degree of media affect in the society.

Whatever the conditions or the nature of the society in which the media work, certain variables are fundamental in the way they impact national development. Each medium has a message; it has an intended interest group; it goes for affecting a change; it impacts dispositions, discernments and decisionmaking; and it by and large impacts conduct.

The media, with particular reference to the aggregate element of newspapers, radio, television and the Internet, are essential in forming the development process of a country. Development includes changes or headway in a nation went for enhancing the political, economic and social existences of the general population. It is a multidimensional process of activity, association and communication and includes

economic, political, social and cultural elements. The genuine impact of the media in national development will rely upon the media themselves, the social orders in which they work, and the gathering of people they reach. None of these elements are the same all over the place, consistently, or all conditions. The media in fascisms, for instance, are not prone to practice an indistinguishable impact from those in majority rule social orders. The media's pivotal part in national development isn't in question. The part covers the political, economic and social circles. The media set the public motivation and go about as the guardian of public issues. They play out the guard dog part particularly in political straightforwardness and battle against defilement. As the fourth home, the media give the balanced governance in connection to the three branches of government, as made by the constitution. Media are especially vital in encouraging nation-building particularly of post-pioneer social orders and those encountering ethnic and religious assorted varieties. The media has been differently characterized by researchers of mass communication among which media is alluded to as an aggregate methods for communication by which overall population or people is kept educated about the everyday happenings in the society. The media is likewise said to be an accumulation of all communication channels that utilization strategies of making a great deal of direct individual communication between the communicator and the public. While discussing mass media in any case, "mass" means an expansive number of individuals or gathering of organs of communication and information dissemination that connects an extensive number of individuals. The information dissemination isn't just limited to individuals from the public yet the media likewise serves to arrange the information stream amongst government and the public and the other way around. The media should however assume their part in national development in a situation that is free and autonomous, with reasonable proprietorship spread. Inclinations, drama, purposeful publicity and media indecencies are antagonistic to the media part in national development and has been a subject of talk in communication writing. Be that as it may, before digging into the talk, it is important to characterize the expression „national development“, in order to comprehend and welcome the issues engaged with the connection amongst media and national development. As per the Oxford Dictionary, development signifies "another phase in an evolving circumstance". To create is to wind up noticeably further developed.

Development alludes to a change process equipped at enhancing or improving, the life and condition of man. Dudley Sears (1985), placed that development includes the production of chances for the acknowledgment of human possibilities. Development is neither a basic nor direct straight process. It is a multidimensional exercise that tries to change society by tending to the whole complex entwined strands, living in beats which are a piece of a natural entirety.

(Haqqani 2003). Where the media comes in development process is through what is called "development communication". This is the sort of communication which is intentionally bundled by the sender with the end goal that the message content or the information sent could induce, support or persuade the collector or target crowd to embrace a demeanor and take an interest in completing a development design or objective. At specific examples, the message sent goes for influencing the intended interest group to receive a positive attitudinal change towards a development reason. Development communication has been occupied with finding a specialty in the endeavors to handle the impressive issues of underdevelopment and minimization of a large number of individuals and a huge number of communities worldwide through a process of coordinated social change. With regards to a nation, Eapen anticipated that three central point must be considered in any dialog on development-economic development, independence, and social elements. Development is a subjective change, which involves changes in the structure of the economy, social condition, and political manner. The general question of national development is human development, the reason for which is to broaden people's decisions for- - more prominent access to learning; better sustenance and health administrations; more secure occupations; security against wrongdoing and physical brutality; political and cultural flexibilities; and a feeling of interest in group exercises. The media have been differently depicted as the fourth bequest, motivation setter, guard dog, constrain multiplier, and guardian, all with an end goal to exhibit their effect on society. On the other hand, the media have been seen as a scene for emotionalism, purposeful publicity, and inclination, factors threatening to national development. Given these discernments about the media, to what degree do they add to national development wherein the objectives of national development are the general population. Media's part in national development can be investigated from political, economic and social viewpoints. In the political circle, media's part can be found in areas of popular government and great governance, political straightforwardness, outside policy, human rights, war on psychological warfare, and public relations. In the economic circle, media can assume their parts in the areas of economic policy and development, economic strengthening, advertisements and tourism, business and venture, and so on. In the social circle, media's part cover social issues, for example, debasement, criminal savagery, shared clashes, prostitution, war on drugs, population control, education, nourishment security.

Each human society has built up its indigenous and conventional modes and channels of communication which describe its reality, association and development. These communication modes and channels shape the premise whereupon the communities, particularly the rural group, policy

producers, organizers and executives, covetous to impact practical economic and social changes, should first distinguish such group communication modes and channels and use them to give the general population most extreme information about such changes.

Communication, the transmission of information from a point called root or source to another called destination or collector (or crowd), is the circulation system of each society. A society might be clarified as a gathering of individuals who have lived respectively sufficiently long to develop basic culture, standards and qualities. Culture recognizes one society from another. Culture gives frame and importance to a people's presence. Culture is characterized by Oniou and Ogonwo (1981) as 'the perplexing entire of man's acquisitions of learning, ethics, convictions, expressions, traditions, technology and so on, which are shared and transmitted from age to age.

In this definition, culture incorporates those things which man has designed and delivered and which we can see, feel, or hear, and also those parts of man's conduct which we can't see, to be specific learning, convictions or ethics, language, theory, mentality and so forth. Communication which is a demonstration, a process of cooperation, is helped out basically using signs (or images). Such signs or images must excite a similar significance in other (individual or gathering or individuals) as it does in a single's self.

Communication is a part of culture and the non-material culture. Indigenous and conventional communication modes and channels, in this manner, have a kind of cultural decent variety. Such modes and channels are distinguished, evaluated and comprehended with regards to the specific culture and its esteem framework. The communication process is started when the source or sender expresses emblematic sounds which allude to encounters and established in the earth. In the event that the recipient or group of onlookers has had comparable encounters, established in nature and has been molded to connect the given sounds with those encounters and join a typical significance, we at that point say that communication has been conceivable. The communication would be viable if the coveted reaction takes after.

### **LINKING MEDIA AND DEVELOPMENT AT THE MICRO LEVEL**

With the freedom of countries from the frontier govern after the World War II, the recently freed autonomous nations were figuring their own policies of national development. At the point when the policies were coming to fruition, specialists like Rostov (1960), Hagen (1962) propounded new speculations of development. A larger part of them amid the period

trusted that economic development was the snappiest method for development. They embraced the western model of development named as predominant worldview of development. Daniel Lerner, Lazarfeld, Schramm and Rogers supported the modernization hypothesis, which basically said that the creating countries need to adjust to the new technologies and increment production at all levels which prompt development. Dispersion of advancement, two stage stream hypothesis, augmentation and other social marketing speculations were talked about as beyond any doubt achievement formulae for development. UNESCO (1961) stipulated a base standard of mass communication stations for the third world; 10 duplicates of day by day newspapers, five radio collectors, two television sets and two silver screen seats for each 100 of country's tenant. As far back as the start of arranged development, the part of media in the process of development has been composed. The media were relied upon to give communication bolster and illuminate the general masses about the goals, targets and advantages of the plans. In the second five year design, publicity through the mass media was arranged. Third five year design proposed to increase existing communication frameworks to take the message of the arrangement and development to the masses. In the current years, the development of new communication technologies is empowered and upheld by all governments, corporate and private segments to quicken the pace of development and change. Media are synergist operators in national development. The progressive changes in the communication technologies have added to extending the part of media in national development. They have quickened the pace of development and made the world a littler place by bringing individuals nearer through communication. The quick developments in the communication situation and media technologies have given abundant extension to development specialists to advance suitable communication procedures for development. Media have contributed hugely to the development of nations and social orders. They are effective powers in today's world. They impact and shape the local, national and international issues. Media are required to cultivate general national development. Development of media as communication quickens the development process of the country. Media have contributed in realizing progressive changes in India regardless of numerous variations in society.

Mass communication turns out to be vital while imparting thoughts planned to change conduct of individual's ideal from creating attention to selection of a development. Today, mass communication brings individuals nearer by creating normal comprehension of the occasion or issue. We are subject to mass communication for stimulation,

information and governmental issues as well as education, science, religion, philanthropies, agriculture and transportation. Somehow, relatively every significant social movement in present day life relies upon the utilization of mass communication media to more prominent or lesser degree.

## MEDIA FUNCTION IN DEVELOPMENT

Fundamentally the media are portrayed as performing three capacities or parts of information, education and diversion. These are the traditional social capacities the media render to the public, however which is similarly relevant in broader sense in national development interest. One might say that through teaching, advising and engaging, the media consequently make the society, society individuals or the nation and additionally the initiative of the very society, mindful of the significance and need to attempt certain processes or process of national development. Additionally connected to these three essential parts of media is another part of influence, where media are viewed as virile tools of applying convincing endeavors to impact people's activities towards a specific course. The mass media are along these lines seen for their part in outfitting the public with vital information to accomplish development or change objectives.

These parts of media in national development lie in their ability to educate, control, sharpen and activate individuals through information dissemination – The media additionally diagram a course for the public in accordance with the plan setting hypothesis, in this manner making in the brains of the general population, issues that would be seen as need issues including development projects and policies-(Nwabueze, 2005). A mass society is described by more prominent dependence on the mass media for information and news about the earth in which the general population live. The news media are the primary wellsprings of local, national and international news. They set their plan for public verbal confrontation and make issues. So, mass media help in the rise of public supposition and in building up of pictures through news detailing, communicating sees, educating the public and consequently encouraging public exchange on issues of more extensive concern. Actually, the mass media assume critical part in the socialization of its individuals – their dispositions, inclinations and idiosyncrasies.

The relationship of the press with the government basically relies upon the current political request. In countries, which uphold liberal vote based system, the press has developed as a free establishment (the fourth home) going about as a mediator or guard dog for the benefit of the public. In socialist and dictator expresses, the press is viewed as a „ally“ of the state and in a few examples the mouthpiece of the government. Romano (1999) referring to the Indonesian media scholar Ashadi Siregar takes note of

that most talks by scholastics, civil servants and journalists about this country's press have been of a regularizing nature. Regulating hypothesis distinguishes predominant social esteems and how the mass media ought to in a perfect world work in the event that they are to incorporate such esteems.

Development of newspapers in the state is a pointer of the way that the readership has expanded and individuals need assortment, substance and polished skill in the substance. The substance of the newspapers must be receptive to the changing requests of various areas of the society. The genuine test for the newspaper today is to take into account the customary class of individuals, examining their issues and concerns. Newspapers have risen as a dependable wellspring of information for the lion's share of individuals. Individuals get the early newspaper to filter the most recent issues and issues being faced by the state. Through its publications and lead articles the cutting edge newspapers have the obligation of forming and embellishment the public conclusion instead of it being a concept limited to course readings as it were. With the expansion of the newspaper business, it turns into all the more germane for the newspaper to take into account the diverse tastes of its crowd.

## ROLE OF PRESS AND DEVELOPMENT

The press as the fourth bequest in a vote based system has a more prominent duty to assume a helpful part. It is an instrument of education, adding to the development of human assets and capital in advancing economic development. It is a multiplier in the communication process, spreading generally and quickly information which will help national development. Since individuals rely upon newspapers for their everyday information needs, newspapers should act to illuminate and instruct individuals on social issues. The socially capable press causes the residents to be all around educated on issues of immediate worry to them. Also, the level of media consideration given to social development issues persuades that these issues are essential. The mass media gives status on individuals, associations and public issues. The media singles out one from a huge number of other correspondingly set issues or individuals to wind up noticeably noteworthy. They set their plan for public verbal confrontation and make issues. So, media help in the rise of public supposition and in building up of pictures through news announcing, expressing sees, advising the public and in this manner encouraging public exchange on issues of more extensive concern. The hypothesis of social duty says the media should assume an essential part to characterize issues and set the public plan. Along these lines, the press ought to accept the part of plan setter in a society. Motivation setting is a standout amongst the most essential parts of the media. It is characterized as the process whereby the media figure out what we stress



and thoroughly consider. Lippmann (1922), who initially watched this capacity in the 1920s, called attention to that the public responds not to genuine occasions, but rather to the photos in our mind. The impact of motivation setting is encapsulated in the popular Cohen's (1963) quote that the press "may not be effective a great part of the time in advising individuals what to think, however it is stunningly fruitful in outlining for its perusers what to think".

Since newspapers are the central wellspring of spreading information they have the obligation to diffuse information on normal worries of the nation or state, for example, population arranging health, education, condition, women and so on. The needs specified in India's five year designs and the Millennium Development Goals concentrate on issues like killing outrageous poverty and appetite, essential all inclusive education, advance sex balance and engage women fighting infections. Generally it has been seen that the survival of newspapers rely upon course and advertising. Since dissemination is a key factor for pulling in advertisements, newspapers receive systems to help course. In the process newspapers distinguish themselves as business ventures. The old thoughts concepts that a newspaper spoke to thoughts, people's inner voice or nation's ethos have exhausted. News-casting is a calling just in name; actually it is an industry. (Nayar 1994). The press has a duty to help the government's endeavors to give essential needs to individuals as imagined in Millennium Development Goals or Five Year Plans.

In spite of the fact that the press can assume a noteworthy part in publicizing issues by giving a top to bottom view on issues like women, condition, poverty. The nature of development reporting can be upgraded if the newspapers consider it important. Task Chattera, Udayavani's explore in development reporting in Karnataka, Navodaya community bulletin in Andhra Pradesh is an eye opener to different newspapers in the country. Such analyses can have significant effect on policy-producers. The newspapers can be exceptionally effective in rousing the villagers to effectively take an interest in development and revive their expectations and torpid community soul. The newspapers ought to examine, break down, decipher and confer itself to development. Rather than a news report, it can be an interpretative report. This move in newspapers in future will make the newspaper important to the society to remain as a public establishment, which makes progress toward the welfare of the society.

The media in India has extended and developed at a stunning rate in its achieve, persuasiveness, and business picks up. The swing in social, economic and political situation has been uncommon. Media as an establishment is a key player in today's present day

world. It is regularly said that the ascent of the 24-hour news culture has

changed the very nature of what individuals look for from newspapers. Brighton and Foy (2007) have officially watched the far reaching suspicion that numerous perusers are watching less to discover what has occurred than help them to comprehend it-or basically to discover more detail. It might likewise be that we intentionally or unwittingly look for helps to enable us to choose our alternatives what news is, however the general agreement is that less individuals read publications than news pages. Research on voter conduct likewise tends to demonstrate an exceptionally liquid connection between perusers voting propensities and the political influence of the newspaper they pick. The spread of newspaper in a vote based country has a tendency to mirror the spread of political perspectives inside the masses and in spite of the fact that there are a few experts inside the business who might want to feel that they are powerful motivation setters, this is once in a while evident. Indeed, even in (the regularly contracting number of) plainly illiberal and authoritarian states, it has customarily had little effect on modifying the mindset of its perusers.

India was much in front of every creating country in making a familiarity with the part of communication in nation-building and development. It was likewise much advancing a broad point of view and technique for communication arranging suited to the objectives of national development and social change in a country of sub mainland size and decent variety and long notable convention. For Gandhi, the way to a newspaper's part in exciting social mindfulness was honesty and validity. Social responsibility was fundamental. Straightforwardness in every one of its operations was basic to keep up its notoriety (Bhattacharjee, 2003)

## **COMMUNITY COMMUNICATION PATTERNS IN INDIA**

In India, the indigenous and customary community communication modes and channels have a tendency to have varieties from one cultural locale or ethnic gathering to another. The modes and channels mirror the social structure of every community. Such social structure is likewise dictated by the totality of the chronicled and economic encounters of the general population. Some of these modes incorporate message transfer running, celebrations, dramatization, music/tunes, move styles and steps, shrubbery or wood shoot, smoke fiery remains, (shading) of garments, stories and precepts, firearm shots, creatures, fowls and creepy crawlies, grass ties, new leaves hitches, have looks, innate imprints, non-verbal communication, talking drums, climate,

earthenware and wood carvings, legends and myths, et cetera. All these are the manifestations of human cooperations, accord and clashes. They are made standards, given

values and confused by the indigenous and conventional channels of relational and gathering communication, for the most part in light of age, family relationship, sex legacy and conjugal status and with specialist patterns inserted in the social structure and association of the society. Face-to-face, relational and mass communication channels work both vertically and on a level plane and are normal, genuine and inescapable in a community's arranged and impromptu headway.

To be powerful, mass communication frameworks require complex formal associations which require high aptitudes for their operation. Their technology and messages are urban coordinated. In light of the substantial capital cost, international strategies for back are utilized to fund current mass media extends, a framework which is out of the span of the rural poor. Unavoidably, along these lines, the advanced mass media and information framework have a tendency to balance out a statusquo which depends on an auxiliary reliance of peripheries on focuses.

On account of the emphasis on the individual, and not as a part in a social system, the mass media may not be said to, independent from anyone else, be in charge of the event of mass wonders, nor would we be able to securely contend that they are adequate tools for the circumstances and end results of mass preparation programs. Or maybe, through the current structure of society and the predominant desires, inspirations and social institutions, indigenous and customary community communication channels and the substance and images which they spread may do the trap.

## FOLK MEDIA IN NATION BUILDING

Dr. Harish Kumar (2006) has brilliantly demonstrated the role of folk media in rural development. He writes that as most of the population in India still lives in villages, there is no denying of the fact that building a nation spells to be building the rural India. This development should be carried out in the form of the development of the rural people and rural areas along with their total environment through concerted action. The very first change that is visible towards the development of the rural people is the development of modern communication devices and network. In India, this concern above reaching people, communicating with them and equipping them with new skills has been emphasized over and again in successive five year plans which provide the blue print of the country's planned development. As a result, the communication infrastructure has been enormously expended which is taking country forward in turn.

John E Lent (1978) discusses the use of folk media, either in their traditional rural settings or when adapted to mass media, to bring about social awareness of national development plans. It also looks at the role of interpersonal communications networks. The most important question that he considers -can traditional media carry modern messages, and if they can, should they; if they cannot, should they be modified so that they can?-will not be satisfactorily answered until more research is completed on what the rural people themselves think about this. Those who have studied folk potentialities have varying answers. What needs to be recognized amidst this development is the role of mass media in the holistic development of nation. The first such stem was introduced in 1972 when International Planned Parenthood Federation and UNESCO organized series of meetings in London. This was done in the light of the importance of folk media in family planning communication programmes. As every village in India has a relevant music, dance or theatre or accustomed to it, they have access to the functional and spontaneous aspect of folk media and how the structure continuously has helped them adapt to the changing situations relevant for them to adjust in the society. Since the traditional media is closer to the hearts and minds of the rural people, its appeal is more personal and intimate.

The folk media appears to be the main media of communication for rural people. Storytellers, singers, minstrels and other kinds of folk entertainers have acted for centuries as sources for the transmission and dissemination of news and information through face-to-face live communication. Families, social groups and community gatherings served as the main flora of communication and sources for feedback for the folk performers. The values, attitudes, beliefs and culture of the people are propagated, reinforced and perpetuated through these folk forms. The issues in a society are depicted in the form of satire by the folk artists for curing societal evils. (Ghosh, 2006)

The folk arts preserve and disseminate in a lively manner, the tradition and culture of our forefathers, since they are deeply rooted in the social mainstream. Folk media comes in different forms and is known by different names in different regions of the country. For instance, in Andhra Pradesh, 'Janapadam' indicates a village and 'Janapadulu' means villagers. The folk art forms of villages, on the whole are known as 'Janapada Kalalu'. Similarly Lok Natya or Lok Geet means 'people's dance' or 'people's song'.

There are many other forms of folk arts in other states of India. These are used as 'Jan Madhyamas' i.e. 'people's media'. These forms represent the people concerned by giving a glimpse of their style, speech, music, dance, dress, behaviour, etc.

The relevance of folk media has been well visualized by Balwant Garghi's. He (1991) said that "Folk media represents the people in their natural habitat, with all

their contradictions and multifarious activities. It gives a glimpse of their style of speech, music, dance, dress and wisdom. It contains a rich store of mythological heroes, medieval romances, chivalric tales, social customs, beliefs, and legends. In order to understand the colorful diversity and unity of India, it is important to see the folk theatre in its natural settings." Folk media are relatively inexpensive and easily accessible which adds to the popularity of the folk media in rural areas. Their highly spontaneous, participatory and involving quality makes them the media par excellence for any powerful and effective changed intended.

In India, mass media has been limited to urban areas largely unable to trespass in the rural areas because of its orientation towards urban population. Traditional media forms being functional in its thought and approach, interpersonal in its attitude would be better to carry out the messages of change, development and growth. But here Durgadas Mukhopadhyay warns that not all folk forms can be used for development of communication purposes; thus, they should be carefully studied from the points of view of content and characterization for their possible adaptation for development purposes. Folk media productions should be consistent with the needs of the social context and related to the customs and beliefs of the local communities. Since folk media have sociological roots, their utilization should be related to local events and their function in the local communication strategy should be properly assigned. We have various folk forms in our country, which are still alive even today. This is quite evident in our cultural heritage. A few categories of folk media are-traditional dance, drama, painting, sculpture, song, music, motifs and symbols. Folk media has greatest appeal to the masses and has qualities of touching the deepest emotions of the illiterate millions. Folk theatre form like Tamasha, Nautanki, Keertana or Harikatha attract the rural audiences most, so people can be educated through the mediums to bring about desirable changes in their behavior. Street play is not like theater but it attracts a large number of people. The villagers have a great fascination for their folk dances and folk songs. Melas or country fairs are synonymous with joy and gaiety and in the rural areas where life follows a hard routine; nothing is more welcome to the people than the prospect of a festival and mela. Story telling has been one of the best and the most commonly used method of instruction in informal education, religious propagation, rural development etc.

## THE NEW ROLE OF THE MEDIA

To the degree that a creating country embraces a technique in light of local movement, the vast media - television, national radio, national or metropolitan newspapers, and so forth - will be requested to play a supporting as opposed to a main part in development

communication. Those of us who are familiar with the theater and its kin may review what some of the time happens when a main man or a main woman is requested to have a supporting impact.

Under the more seasoned model of development, things were unique. At that point, the political and economic focal point of a creating country was the focal point of development movement also. It was where the main choices were made, where the central technology was, and from which the information and a significant number of the prizes "streamed down" to the villages and ranches. The communication technology likewise was focused there, and the mass media led the pack in filling the best down channels. Their printed information streamed down from literates to uneducated people, their broadcast information from the individuals who had collectors to the individuals who did not.

A local methodology, in any case, expect that

- the focus of development system, to the extent achievable, will be the local area;
- local action and, so far as could be allowed, local basic leadership will end up plainly focal in development arranging;
- two-way, not one-way, communication will be stressed.
- horizontal communication will be accentuated to the detriment of vertical communication.

The media are bad at two-way communication, nor level communication. It is basically intended for vertical best down communication, and the new request has less need of media to lead the descending stream of information from the inside than to help the flat stream of communication at the base - relational communication, local association, and local media.

A portion of the various types of procedures into which mass media have been or might be requested to fit can be represented by the accompanying graph. Taking a gander at the four sections together influences it to clear that the initial three segments s...e basically minor departure from the Diffusion Model, and, subsequently, the "old worldview". The second and third segments of the graph have been obtained from Kears. The Diffusion Model utilized each channel accessible to it to diffuse valuable new information from the specialists to the ranchers. Subsequently mass media had an essential impact in the methodology, and supporting exercises by the expansion administrations were worked around the media at the less than desirable end. The Radio

Rural Forum took after this general example, as well, however stressed dialog. Ranchers were requested to tune in to a broadcast that proposed some encouraging development, at that point talk about it and respond to it in a gathering. The Package Program accentuated the need to give the sort of physical help (seed, manure, water, credits, and so on.) required by an agriculturist who needed to present an advancement on his property.

Mass communication was to some degree accidental to this methodology: the central duty regarding descending communication was appointed to specialists who distinguished areas where a legitimately bolstered development guaranteed to have an emotional effect in yield, and field laborers and their organizations who were in charge of getting the important help to the ranchers.

## CONCLUSION

The positive part of media in national development has been perceived in the Third World countries since information dissemination assumes a key part in bringing social change among the collectors. Other than being an intense news get-together and news dispersing stage, media is an establishment with a profound social establishment. A relationship of correspondence amongst media and society loans it the quality it appreciates. Regardless of whether print or electronic, media in its allure is massive and significant. From singular conduct to social standards, the array of media is immense and profound. Electronic media being more picture arranged conveys more amazing and marvelousness. In examination print medium is not kidding however enduring. Regardless of the wealth of television stations which leave barely whenever to inhale quiet, newspapers still keep on being the viable wellsprings of communication. A sublime blessing to the humankind and exceptionally fundamental, press completes an amazing activity, plays out an essential part as a communicator. On account of its significance and criticalness, it has been exceedingly acclaimed, respected and acknowledged. Also, it won't be unpalatable to state that what air is to living creatures, the press is to society. In this clearly free press situation the inquiry remains that what issues get noticeable quality in the press and why are others consigned to the last pages.

The media prompts arrangement of demeanor through setting up of esteems for the society or nation and in this way building an atmosphere of progress in the society or nation. The duty of advising individuals about development ventures and projects is another significant part of media to national development. Such projects composed and proposed by policy creators could be completely new to the general population at whom they should be illuminated, taught and prepared by the media.

In India, the customary society media has been utilized as tending to the masses and has been extremely viable and effective in imparting the most recent development of the country alongside realizing the coveted changes, dissents and mindfulness among the general population. The conventional people performing expressions customs and traditions have dependable effect on society and culture. However, globalization, economic progressions and present day powers of progress have generally affected people media and society performing expressions, customs and cultural legacy, respect, people media has as yet contributing altogether in social trustworthiness advancement of cultural assorted variety and nation building.

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