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Media Influence on Politics and Social Change in Modern Period

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Abstract:
Change is a basic factor of social process a society cannot stable because; it keeps on moving with political and social change. Globalization and the contemporary mass media role played through multiple media approach and influence on polities and society. Mankind made ram The Indian press is more than two centuries old. Its strengths have largely been shaped by its historical experience and, in particular, by its association with the freedom struggle as well as movements for social emancipation, reform, and amelioration. There long struggle for national emancipation controversy and battles over social reforms; radical and revolutionary aspirations and movements. pant progress in the 20th century. The idea that information, and specifically the news media, can play a substantive and even a crucial role in the formation of public opinion in society and in shaping public policy on major social, political, and economic issues is an appealing one in intellectual and socio-political terms.

Keywords: Social Process, media. Information, globalization, knowledge

1. Introduction

Change is a basic factor of social process a society cannot stable because; it keeps on moving with political and social change. Globalization and the contemporary mass media role played through multiple media approach and influence on polities and society. Mankind made rampant progress in the 20th century. Then, science and technology made amazing increases to transform the world and redefine the daily assumptions of human life. Most of the inventions that define our present-day life and point to our potential for further progress were devised in that century. World going global led to concepts that have been accepted as points of no return and influencing even the less developed nations,(Dr.B.K.Ravi).

1.1. The Press in Historical and Social Context

The Indian press is more than two centuries old. Its strengths have largely been shaped by its historical experience and, in particular, by its association with the freedom struggle as well as movements for social emancipation, reform, and amelioration. Their long struggle for national emancipation controversy and battles over social reforms; radical and revolutionary aspirations and movements. These have all found reflection in the character and performance of the Indian press over the long term. There were close association between modern India's struggle for political and social emancipation from imperialist thralldom and oppression and the origins and development of the Indian press accounts for the seriousness, relevance, and public-spirited orientation of the older media tradition at its best.

1.2. Functions of the Media

The idea that information, and specifically the news media, can play a substantive and even a crucial role in the formation of public opinion in society and in shaping public policy on major social, political, and economic issues is an appealing one in intellectual and socio-political terms.

1.3. Globalization and Media

In both scholarly work and public debate on globalization, the influence of media, particularly electronic media on social change is considered to be of dominant importance. In sociological and cultural analyses of globalization, media such as satellite television, the Internet, computers, mobile phones etc. are often thought to be among the primary forces behind current restructuring's of social and cultural geography. Electronic media, facilitate an increased interconnectedness across vast distances and a chronological flexibility in social interaction.

1.4. Social Media for Major Transformation
Media has always been a significant pillar of society. Media doesn't just report happenings, it also builds public opinion. This puts the media in a powerful position in a democracy and wherever there is power there is a chance of misuse of that power. In some countries, powerful media houses are said to have influenced election results by portraying people and events a certain way. In India too, some time ago, a nexus between prominent people in the media and some politicians came to light. The media space has changed a lot with the emergence of social media. With social media, the public has eyes and ears everywhere. They are not limited to camera crews of a few TV channels. Social media is a platform that showcases public opinion such that it cannot be easily doctored. It reflects the pulse of society. Even traditional media channels keep an eye on ongoing social media trends.

1.5. Objectives
   i.   To understand the Political and Social change in the modern period.
   ii. To gain knowledge about the media concept in the modern period.
   iii. To analyze the Influence of Media on Political and Social change.
   iv. To know the various factors of media to influence on political and social change.

2. Research Methodology
Research methodology is a systematic plan to carry the research based particular issues. Here the researchers have taken. The researchers have taken non – probability sampling method was is used in that purposive sampling technique adopted for collect the samples. Here interview schedule tool had taken. Politics and social change is most influencing by media, which consisted print media, mass media, and electronic media is vital role for influence on these issues.

2.1. Different Type of Media

Sl. No	Medias using	Respondents	Percentage
1	Print Media	37	46.25%
2	Mass Media	18	22.5%
3	Electronic Media	25	31.25%
	Total	80	100%

Table 1

Above the table indicates that different type of media using in world. Here researchers have taken samples based on respondents using and most aware about the media to influence on society and political issues. 46.25% of the respondents felt print media is influence on society and 31.25% of the respondents said in present days electronic media influence than print media. Remaining 22.5% of the respondents have aware about the mass media.

2.2. Respondents Opinion towards Influence on Politics by Media

Sl. No	Media influence on politics	Respondents	Percentage
01	Strongly agree	42	52.5%
02	Agree	19	23.75%
03	Disagree	4	5%
04	Strongly disagree	5	6.25%
05	Not to say (neutral)	10	12.5%
	Total	80	100%

Table 2

As mentioned above the table indicating about the opinion of the respondents towards influence on politics by media. 52.5% of the respondents strongly agree that media influence on politics, 23.75% of the respondents agree to the statement, 12.5% of the respondents are neutral in this statement, 6.25% of the respondents were strongly disagree and remaining only 5% of the respondents were disagree to the statement.

2.3. Opinions of the Respondents towards Influence on Social Change by Media

Sl. No	Media influence on politics	Respondents	Percentage
01	Strongly agree	58	72.5%
02	Agree	11	13.75%
03	Disagree	2	2.5%
04	Strongly disagree	4	5%
05	Not to say (neutral)	5	6.25
	Total	80	100%

Table 3

Above the table indicates that people opinion towards the media influence on social change. From the collected sample, 72.5% of the respondents strongly agree, 13.75% of the respondents were just agree, 6.25% of the respondents were neutral in this statement, 5% of the respondents were strongly disagree to the statement and remaining only 2.5 % of the respondents disagree to the statement of media influence on social change.

2.4. Major Findings
- Majority of the respondents (46.25%) of the respondents using print media.
- 31.25% of the respondents are aware and using electronic media.
- More than half of the respondents (52.5%) were felt that media influence on political issues.
- Most of the respondents (72.5%) were felt that media influence for social change.
- Majority of the respondent, among them 19 years to 63 year aged persons (68%) are daily using print media.
- Majority of the respondent, among them 18 years to 40 year aged persons (76.5%) are daily using Electronic media.

2.5. Suggestions
Government and non-government organizations are using most print media but need to take initiative for electronic media. Media should try to influence on politics and social issues in positive way.

2.6. Conclusion
The political-social context is recognition as the part of cultural minorities, recommends the adoption of measures favoring and facilitating the expression of the different social groups through the media. In the coming generation, the life of each person in our society and in many other societies will be affected by changes resulting from the development of the mass media. But the direction of many of these changes is still to be determined. Therefore media is taking vital role in modern period with effective influence on political and social changes.

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