



## ROLE OF MEDIA IN DEVELOPMENT OF NATION

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**ABSTRACT** Media is expected to play justified role in development of a democratic nation. Media is very important part of our country. Because of media we came to know what is happening in the world. The faith on the law is because of media. If people not get justice by going to police they turn towards media. Present study is focused on finding impact of media on development of democracy.

**KEYWORDS :** Media, Democratic Nation, Information Technology, Socially, Economically, Politics

**Introduction:**

Media plays an important role in the development of a nation socially, economically and technically. At international level, media of our nation is considered as a powerful media. As India is largest democratic nation, its media has a significant role to unimpaired democracy with development of nation. We are able to know the news, technology, announcements, crimes, justice, etc being at our home only by media. If media stops a day or two, we all will be blank of knowledge. What media is doing today is really commendable. We see a poor man finds justice from the administration just for the media coverage he is getting which was not possible some years ago when common man assumed that justice was only for powerful people. Similarly, media has put a fear among politicians and bureaucrats who are constantly watched against corruption.

Media acquired advanced information technology that's why it has become fast as air. It is the duty of the media to update with the information related to the country to the public. Media helps a layman to know about his country and the happenings around him. Media is seemed to be biased towards doing its work and it has lost its true nature to bring the transparency between right and wrong. Nowadays different media has different opinions. There are some cases that show its inclination towards political and monetary pressures. In a democratic nation media is expected as powerful part imparting its role in the favor of justice, deprived and weaker sections. Media should not work in behalf of any political or powerful persons.

**Objective of Study:**

- Finding of impact of media on the development of nation in the view of rural persons
- Finding of impact of media on the development of nation in the view of urban persons

**Hypothesis:**

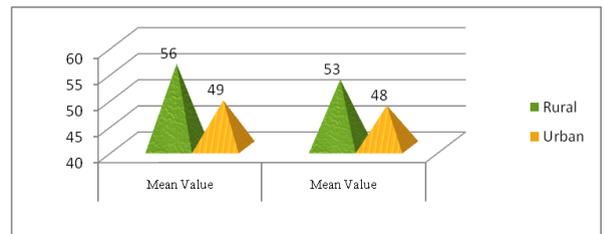
1. There is no significant impact of media on the development of nation in the view of rural persons.
2. There is no significant impact of media on the development of nation in the view of urban persons.

**Methodology:**

Descriptive survey method was adopted for present study. Sample consists of 1000 persons who were selected randomly. 250 rural male, 250 rural female, 250 urban male and 250 urban female persons belonging age 21 to 50 years were selected for study. They were interviewed for the role of media in development of nation using a self prepared questionnaire. Collected data was tabulated and analyzed using mean, standard deviation and t value as statistical tools.

**Finding and Analysis:****Table: Role of Speech Media in Development of Nation**

Locality	Male		Female		t Value
	Mean Value	Std. Deviation	Mean Value	Std. Deviation	
Rural	56	1.03	53	1.26	0.91
Urban	49	0.82	48	1.07	0.79

**Chart: Role of Speech Media in Development of Nation**

Rural male views have mean value 56 with standard deviation 1.03 while rural female exhibit mean value reach 53 with standard deviation 1.26. t value is calculated as 0.91. Thus hypothesis 1, there is no significant impact of media on the development of nation in the view of rural persons is rejected.

Among urban male and female persons, mean value of views is observed as 49 and 48 respectively. Calculated t value is 0.79 which is significant at 0.05 levels. Hence hypothesis 2, there is no significant impact of media on the development of nation in the view of rural persons is rejected.

**Conclusion:**

At present, media is a medium who connects the administration and public. Indian media is digital technology equipped and able to do its work effectively. Media specialists have skills to empower youngsters to be critical thinkers, enthusiastic readers, skillful researchers, ethical users of information and responsible citizens. In this study, sample persons expressed their views in favor of media's important role regarding in built of developed nation.

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