



The Pro-Foundational Role of Media and the Third World

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ABSTRACT

The present system of States is democracy in all respects whether politics, economy or culture. The common people are citizens who are the sources of the sovereign power of the government(s). So, they deserve to be well aware of the happenings around them. The media plays a great role in providing them with the required news. At present, it bridges a great link between the policy-makers and the common people mainly on the basis of technological developments and higher level of mass education. Media educates them considerably; thus, media promotes the interests of democratization to an optimum level.

Keywords : Self-reliance, New Diplomacy, Lockean householder, Media activism

INTRODUCTION

In democracy, it is considered that media plays a great role in promoting as well as retaining the standard of the dimension of democratization. However, it must be kept in mind very much consciously that there have been reasons behind the demarcation between the democracies. In other words, the European democracy considered as also in reality is highly different from the Asian type of democracy. In fact, the source of democratic ideals grew in considerable impacts in Asia, Africa and Latin America invariably not until and unless colonized by the Europe. Truly speaking, history divulges in an unleashing way how these regions slowly emerged out of the medieval backwardness after being colonized by the European powers though in myriad coarse manners. And in the very coarseness, grew the emergence of media in a way as had become necessary for the sake of stopping the ill-experiences of the aborigines at the hands of the alien rulers. Without going far in the depth of history of how they relentlessly fought to win over the latter to achieve the right to expression through media and that, too, becoming in due course one of the indelible and non-negligible fundamental rights for the nationalities, this article seeks to highlight the nature of media in the 'Third World Democracy' as a type, indeed.

NATURE OF MEDIA: AN EVOLUTION IN BRIEF

Before discussing the nature of media in transition in terms of its role in maintenance of democracy, it should be more important to pay a proper attention to the evolution of media. As already indicated earlier, media appeared in the forms of printed issues in times of dependence attracting various mal-treatments from the alien ruler(s) as a response to its intellectual challenges. In other words, these news papers used to act as the most reliable modes of confrontation with the alien government(s) as a means of nationalism. More specifically saying, the news papers were basically published in vernaculars so much so that the common people could be made well-versed in the relations between the colonial masters on the one hand and the colonized on the other. As a result, these vernacular versions of those news papers became the apples of discord to the alien rulers in no time and, thereby, attracted severe new restrictive regulations. So, media played significant role in getting such dependent states free from the clutches of the Europeans.

Things changed paradigmatically after they became self-reli-

ant. Here, the term *self-reliance* does not only mean the endorsement of political power but also all the powers related as well as essential for the maintenance of any independent state without further relying upon any foreign discretion. In other words, the earlier phase of democracy cannot be matched with the second immediately after the attainment of globalization. In fact, the role of media, too, followed the sequence gradually in the sense that this transition necessitated the transfer of powers from the public to the private sector(s). Therefore, the power that a newly independent state grew with utter care as a part of governmentalization at its inchoate stage of development got to slip in parts into the hands of the capitalists in the wake of globalization. Therefore, the closed economy being open continuously, there came profound transformation also in the role of the media.

In this new phase of national powers congruently merged with the international economics, media seems to have achieved a new orientation to the retention of its earnest motto of serving the society. In other words, it has given the media a great momentum to look forward in a *critical* (not, *cynical*) manner so that the national system can go on in a prudent way of operation. Therefore, this age being exclusively of inter-links among almost all the States of the world, a third world state is always required to promote a bargain with the so-called West. And, in that particular process of preservation of interests of any third world nation feels the requirement of moral and bargaining support from the media in an active manner.

DIPLOMACY AND MEDIA

Incidentally, it must be remembered that the nature of diplomacy is not all the same as before. It has assumed serious changes by inculcating the popular involvement in the acts of foreign affairs. This is the age of *New Diplomacy* which radically is different from the *Traditional Diplomacy*. Nicolson deliberately indicated to the lack of faculty of the common people being involved anyhow in the affairs of diplomacy (Nicolson, 1969). But Nicolson cannot be accepted at least in such of his version because nowadays a great volume of mass education at its knowledge-making level depends upon media. Undoubtedly, it plays the role of educating the common people who are otherwise not able to collect knowledge about what are taking place around them and what the stance of their state (country) is. In this case, it must be accepted that **three** developments have sharpened this higher stage of mass education:

First, the communication system has considerably developed over the past. It is the age of high speed internet. Even many of the developing States do now enjoy fourth generation internet communication. So, it is invariable that it has made the availability of media exposure faster and sharper than before. It is almost a day dream to visualize at present about a period when far-held sports used to be *heard only* through the commentaries. Similarly, thanks to the newest development in the communication technology, it has been possible for the media to telecast new social movements occurring thousands of miles far.

Second, the common people, who are basically called 'mass', are now much educated as compared to the past thanks to mass orientation to the institutional education system. Therefore, their own knowledge is at such a standard that enables them to collect and comprehend the reports in the media.

Third, the common people, the lion's share of which seems to be the *youth*, are at present well-versed in English language parallel to their vernaculars obviously thanks to the new process of *urbanization*. It has been added more justification by the uses of computer at the mass level of popularity and functions.

Additionally, it deserves mentioning that the minimum education level in most cases is found to be around the higher classes of schooling. As a result, the situation of the past when the audio-visual media had a role greater than the print ones in terms of the effects in educating the common people is now substituted with mass literacy even at the grass-root level of occupations. So, in the mature developing societies, the question of *lingua-franca* is a minimum hindrance to the democratization of governance. Therefore, it can be said that it has been possible because of the functions of the government(s) in cases of making policies for education and technological developments, on the one hand, and the role of media acting as a bridge between the policy-makers and the people, on the other.

MEDIA ETHICS VERSUS MODERNITY

In spite of the fact that media has evolved to be a great custodian of democracy, it can be said that it is far from the reach of democratization in third world societies. There may be various reasons behind this. But it cannot be ruled out that it is still limited to *inter alia* the 'Indian intelligentsia' (See, Rudra 1989). Also it is often considered by many that it is a general trend of the media to cover little rural news as compared to the urban and metropolitan news. In case of India, there is only 2 per cent coverage by the national dailies as compared to the total news coverage by them (Mudgal 2011). Rather than delving into the reasons behind such media trends, it is more important to address the problems either remaining unsolved or created anew out of this trend, indeed. The rural

people should be mobilized to the level of prosperity instead of allowing them counting their fortunes to the hands of the nature. As already indicated, the rural people nowadays are not at all crass; they are also educated; they only need proper guidance that could be channelized into the questions of democratization. This democratization is not only of the society, but of the individual(s) as well. Media has a great opportunity of contributing to this factor of development. It should be remembered that the more the rural news be covered, the more the sense of parochiality can be overcome. And the entire nation would then be able to justify the *justification of every policy-making*. In other words, the minimum gaps of knowledge as well as amenities in the process of governance and related affairs of the nation remain unresolved and sometimes furthered in due course of time as a result of which, the indoctrinating difference between India and Bharat is supposed to continue.

MEDIA AND POLITICS

Incidentally, the process of development in its own chores unequivocally tries to involve the socio-economic problems; in fact, it becomes an essential part of maintaining ethics of service of the media. It can be also said that media and politics become in due course too entangled even inadvertently in terms of promoting the interests of the common people. As a result, in many cases, media even unknowingly gets involved in the acts of making policies and taking decisions. Sometimes, it acts as good as a sort of activism. There are various controversies about the *media activism*; yet, it is true that if democracy means *rule by the people*, then the people themselves should be conscious enough so as to ascertain their own conditions at the hands of the political parties in power. In this case, the responsibility of media seems to be like the *windows through which the Lockean householder keeps vigil upon the watchman* (Gauba 2003). Therefore, the nature of the function of media being involved in the government policy-making, media stands compelled by its professional requirements to support or criticize the governmental stances.

CONCLUSION

The democratization of the developing societies depends upon the democratization of the media itself. The concept of pluralism, therefore, relies upon the media as an accelerator in the welfare activities of the government(s). The role of media is, thus, basically enthused with the sense of eligibility justified only when it tries its best to maintain the ethics of services to the people in terms of addressing developments. Therefore, the role of the media is significant for its entourage of *affinization* between the elite and the mass in the Third World Democracies. Thus, an overall development in the Third World societies based on the strongly confident and wise public opinion is feasible to the utter justification of durability and sustainability of policy-making with full allegiance from the citizens as a cohesive group.

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