

Report on the Lecture by Shri. Ishwar Daitota

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Mass Media and Culture

The influence of mass media has grown as the number of media outlets and communication channels has increased. Traditionally, news and information was delivered in newspapers, radio and TV, but technological advancements, such as the Internet and mobile technology, has impacted the way people access mass media. As a result, people are exposed to the opinion of the mass media on a daily basis, which affects their values and norms over time. Studies have found that the mass media does not change people's opinions on issues for which they already have a strong opinion, but it does have an effect on the extent to which people believe in new ideas or options. People use the media to learn about current events and historical facts because the media presents itself as a credible authority. Media companies that own major television and radio broadcasting stations control the messages across all media outlets and use imagery to influence the people's decisions through advertising.

The influence of mass media in India is very significant and this is clearly apparent through the rising number of TV channels, radio stations and Newspapers who capitalize on those media to spread their message. Rural or

urban, regardless of caste and religious boundaries, people are glued in consumption of mass media across the country.

It is equally important to make note on the impact of mass media on the various institutions namely Democracy, Literature and Society at large. The cultural tenets remain deceptive during the dissemination and portrayal to the society and especially for masses new to the echoes of culture.

Shri. Ishwar Daitota ascertained the fact that the “Responsible media consumption must occupy an enlarged concern instead regulation over the usage”.





