

Role of Media in creating edge of Nationalism in society.

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Abstract:

Nationalism and media have a very important relationship with the fabric of society. The study of nationalism has always been curious history. Media is considered to be fourth estate or fourth power. Media has always been an important role between society and nationalism. There are many types of media through which human interaction and social structures are properly integrated. Moreover, social values and its upbringing, various societal changes are all understood through media. While initially the human society of the whole world seemed to be passive consumers or facing paradoxical effect of the media, on the other hand, as the fringes of nationalism spread over the entire society, the role of the media became central. This research paper explains how media affects the social ethics and also focused on some ideas about nationalism. This paper aims to find out if and how social media platforms help society to stimulate nationalism.

(Key Words: Nationalism, social value, paradoxical effect, media, human society, social ethics)

Introduction:

Media always plays a major role for construction and fabrication of society. Although the state of media today has become strange due to competition, it is still a promising situation. While deciding the direction of the media, it is necessary to pay attention to these matters, morality, truthfulness, vision of the future which are directly linked with nationality.

Credibility of the media is very important today. We need information to make all our decisions. Our important decisions are based on news from the media. So we can see that in India the role of media is central from small decisions to decisions of national interest.

Nationalism:

There are many fair languages of nationalism includes ethnic nationalism, cultural nationalism, religious nationalism (ideological nationalism) Expansionist nationalism, Post-colonial nationalism, Liberal nationalism etc. All these forms of nationalism are directly connected with the media these days. We can see the positive and negative effects of the media on society in terms of nationalism all over the world.

Ethnic nationalism is always defining nationalism in coordination with the thoughts and practices of previous generations. This includes the culture of that generation and its language of communication.

Cultural nationalism can be a national identity held by any individual. In this, the history of that country, literature, monuments, religion are included in this type of nationalism. We can see the great positive impact of this type of nationalism in the society.

Recently we see religious nationalism becoming more powerful all over the world. In fact, it can be said that this type of nationalism did the job of creating the definition of legal citizenship.

Expansionist nationalism, also known as a part of ethnic nationalism, is also known as aggressive nationalism. These include feelings of autonomy, increased ethnic consciousness and patriotism. The expansion of one's own territory and a hostile attitude towards others' territory can be included in this type of nationalism.

Liberal nationalism mainly includes equality, liberty, individual rights to some extent. Individuals need national identity to lead meaningful, autonomous lives.

Media:

We observe that the media plays an important role in every element of society for the formation of nationalism. Whole world is receiving information through traditional media

(news papers, books, magazines,) and social media, broadcast media, Internet media and out of home media.

We can see that the media plays an important role in every element of society for the formation of nationality. There are different types of media mainly Print media, Broadcast Media, Internet media, and out of home media. All these media have capabilities to accelerate nationalism in society by transmitting relevant information, message to society

Out of which, Print media includes printed material such as newspapers, books, magazines etc. Broadcast media includes information transmitted through one of several mass media such as television and radio. Whereas internet media refers online publication containing information. Emails, social networking sites like Face book, Instagram, twitter, you tube, LinkedIn, pinterest, Vimeo, Tumblr, etc. Out-of-home media is also refereed as OOH media such as billboards. OOH media provides information to people when peoples are outside their homes. Billboards are the largest and most prominent with most widely recognized part of out of home media. Because it is natural tendency of every mankind to focus on big billboards. Small posters are also part of Out of home media. As per as social networking sites are concerned, the report from stat counter (Global stats), Following data from April 2023 to April 2024 is mentioned in table .01

Dat e	Facebo k	Instagr am	YouTu be	Twitt er	Pinter est	Linke dIn	redd it	Vim eo	Tum blr	Oth er
202 3- 04	59.75	32.27	4.53	2.17	0.87	0.25	0.1	0.02	0.02	0.01
202 3- 05	54.15	38.15	4.47	1.94	0.89	0.25	0.09	0.03	0.02	0.01
202 3- 06	53.35	37.88	5.42	2.13	0.82	0.25	0.1	0.04	0.01	0.01
202 3- 07	55.46	36.31	5.03	2.09	0.8	0.18	0.08	0.04	0.01	0.01
202 3- 08	64.42	30.12	3.09	1.47	0.65	0.14	0.08	0.02	0.01	0
202 3- 09	64.79	29.59	3.12	1.43	0.78	0.15	0.1	0.03	0.01	0.01
202 3- 10	66.26	27.04	3.91	1.54	0.94	0.19	0.08	0.03	0.01	0
202 3- 11	70.59	22.25	4.22	1.55	1	0.2	0.15	0.02	0.02	0
202 3- 12	77.98	16.38	3.26	1.14	0.87	0.19	0.13	0.03	0.02	0
202 4- 01	76.32	16.89	3.79	1.47	1.02	0.28	0.16	0.03	0.02	0.01

2024-02	76.97	16.38	3.52	1.49	1.07	0.32	0.17	0.04	0.03	0.01
2024-03	70.64	21.73	5.37	1.03	0.73	0.24	0.16	0.02	0.03	0.05
2024-04	69.66	21.48	6.08	1.25	0.97	0.3	0.21	0.01	0.02	0.01

Table: 1 Social Networking stat in India April 2023 - April 2024

Sources: Statcounter (Global stat) Social media stat.

In year 2024 (April) ,Face book users are 69.66 % . Instagram users 21.48 % YouTube users 6.08 twitter 1.25, Pine rest 0.97% LinkedIn 0.3%, reddit 0.21% Vimeo0.01% Tumblr0.02% and others 0.01% are social media users.

We found that face book users (69.66 %) are found to be more as compare to other social media platforms. We often see that the entire world is connected to each other through Facebook. A wide variety of messages are sent and received through this medium from all corners of the world. Many good and bad things spread in the society due to social media.

Therefore, it seems that if the media is used from the perspective of patriotism and nationalism, it can have a positive effect.

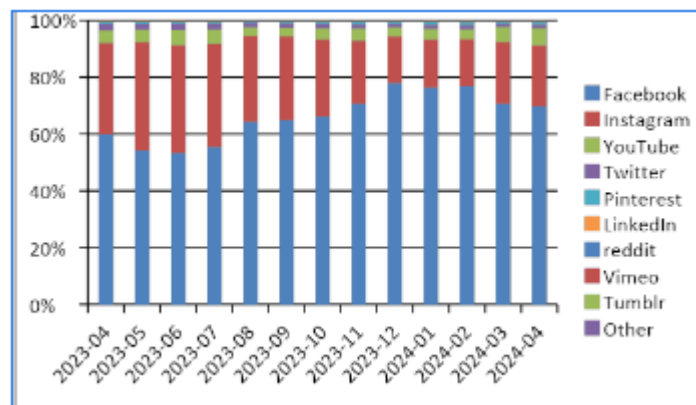


Figure: 1 Social networking sites users (April 2023—April 2024)

Sources: Stat counters (Global stats) Social media market stat India. 2024

The above figure shows that the usage of Facebook is more than any other social media in society. There are many means of creating a sense of nationalism in society. Medium has more or less effect in the society. But while creating unity in the society, persuasive messages through social media play a very important role.

Nationalism and media:

Every day, some new world events, social, political, economic events are tracked through the media. It has a direct or indirect effect on our daily life. We can understand many activities undertaken in the country through media in social life. many educational and entertaining activities are conducted through mass media. All these activities are very important in terms of nationalism.

Media is playing a very important and necessary role in inculcating some moral things in the society for the benefit of the country. But while doing this, it is also necessary to be aware that sometimes there can be discord between castes in the society. Therefore, it is

imperative to understand both the role and responsibility of the media for the security of any country

Now a days we are observing the role of media especially electronic media is important. But many television channels are losing its impartiality and naturalness. It seems that the ethics of media are being sacrificed due to the competition to get TRPs.

New news is being given every moment. There are inconsistencies in that too. And it has become so extreme that sometimes the original news or event is left behind and something new emerges. These things are not good for any nation.

Due to television, internet and newspapers, events happening in the world are being broadcast all over the world in seconds. We are always watching the ongoing events sitting comfortably in our living room. These media broadcast many images from news, television serials, entertainment programs, sports and advertisements etc. We are so engrossed in these images shown by the media that we do not recognize the boundaries between reality and imagination. We make the mistake of believing only the images created by media. Due to which we cause some price in the form of our politeness, gratitude towards nation

Objectives:

The Present Study is undertaken with following objectives

1. To Study the Significant Relationship between Nationalism and media by society perspectives
2. To analyze the roles and responsibilities of media towards society.

Hypothesis:

1. Media influence over society impacts more than any tools.
2. In Concerned with nationalism, the media has both positive and negative effects on society.

Research methodology:

This research paper is completed based on secondary data. The data for this paper is collected from internet, books, newspapers, research papers. Research journals, articles, etc.

Conclusion:

In order to maintain the credibility, media will have to take care of following things which will not harm the national interest.

1. It seems necessary for the media to focus only on the issue that does not interfere with nationality. Most of the times we observe that the media sidesteps the real issue and focuses on irrelevant matters. All these things are not supportive to nationalism.
2. For the interest of nationalism, it is necessary to present rational and scientific ideas by avoiding promoting superstition in the media.
3. For sake of nationalism, media needs to be understood Better awareness and own responsibility.
4. The media should Present a truthful and comprehensive account of events in any context and analyze any incident of national interest responsibly.
5. The media should act as a neutral forum for comment and criticism on any subject. Because all these things have a big and deep impact on the society. Due to all these factors, the overall atmosphere in the society remains positive for the nation.

Suggestions:

From all the above discussion it can be seen that the media plays an important role for the interest of the country. But there are some things that the media should also limit itself so that it does not create contradictions in the society.

The media should always present its views to the public without being biased in the matter of nationalism, so that everyone in the society can express themselves consciously and honestly about nationalism.

Media should maintain credibility towards its work in the society. Because the scope of nationalism is increasing day by day. The media is the only medium that can spread nationalism to the grass roots of the society.

Due to the increasing number of news channels, there has been a huge competition in the media. But even in such a situation, the media needs to maintain their ethical values.

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