

## MEDIA RESPONSIBILITY

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### Abstract:

In general, "media" refers to various means of communication. For example, television, radio, and the newspaper are different types of media. Print media includes newspaper, Community Newsletter, magazines and other publications. Now a day's media plays important role in normal people's life. It provides all information and news around the world. Its basic responsibility of all media groups that they provide genuine and Healthy news for their readers. But now a day's media is only focusing on revenue generation. In Newspapers and magazines we found more advertisement rather than news and articles. And also some time they publish news in dramatic manner which hide the actual object of news and gives wrong message to readers. Its Media's basic responsibility towards society to provide true news in correct manner. Publish such articles which give knowledge to youth and help them to build their carrier and also help them to be a good human being.

*Key Words: Responsibility, Media, Deliberate*

### INTRODUCTION:

Media is the plural form of medium, which means source or channel between one to another. Media is the source or tool which used to communicate the information of whole world, through this we get news, entertainment, education, data promotional messages etc. media includes newspaper, magazines, newsletter, journals, television, radio etc.

Media plays important role in every one's life. It provides the information about all activities of different countries and our cities too. Media is the major source of spreading information in a whole world. Media empowerment is the true example of democracy. It effect large number of people specially youth, young people blindly trust the information provided by the media.

When we know media has power to change the view of people, it became more responsible towards society because it guide the people. Youth easily convinced by the media information's and news. They judge the incidence, person or party by the information of media; there view towards the news can easily change by the media report. Media reporter can make any one hero in normal people's eye and also defame any one.

The media has exposed our very own celebrities whom we normally idolize. Thanks to the media, we got the true picture of these celebrities who have shamelessly indulged in wrong doings. If this be true, then why do we blame the media for interfering in their lives? It is their duty to expose the people. Once a person is a celebrity, his life or his actions definitely make the news, then why do they forever crib and blame the media? As an average reader, we may already know that Casting Couch exists in the film industry but its happened in many industries. Thanks to the media, we now know that there exists an industry where you have beautiful people, aggressive bosses and ambitious employees.

It is basic responsibility of media towards their readers and viewers to give true and actual news and information. They should published actual news without manipulation; also present it in such manner which does not break the peace of society. Media should always support and respect all religion. Now days we saw news paper n magazines published more advertisement than news, these advertisements cover lots of space and some time important news got less space. Media present advertisement in such manner youth and children easily attract towards it without knowing the harmful result of that

product. Some time media became selfish and sold actual news or hide true information for money which is not good for the society.

Media should try deliberate information and news which is good for society. Articles should influence youth to work hard and in favor of society. Fair news will provide justice as court will take that news and information for investigation and give correct decision. When wrong person get punishment it will be lesson for others too. People have faith on law and orders. Media should provide information to encourage child education and women empowerment which is good for society.

Media should avoid offensive content which is harmful for any group of religion and encourage religious fight. Media has power to change the youth and enlighten their future and also miss guide them. Youth is always influenced by the celebrities and politicians, its Medias responsibility to expose them and show there true face to youth.

It is Media's responsibility to provide healthy and true information for their reader and viewer.

Country's future is depends on youth and youth is guide by the media.

**Ref:Sachdev,Geetika.(2008)’ “The media and its social Responsibility”**