



Role of Media in Influencing the Common Man – The Reach of Media Art

INSAF KHAN,

Department of Media Mass Communication,
Graphic Era Hill University, Dehradun, Uttarakhand, India 248002

Abstract

The media, in its many forms (print, radio, television, and digital), reflects society since it monitors and disseminates all the most important information about that society to the general public. The media gives many sectors of society a voice and keeps the public informed of unfolding events. The media has grown to become just as essential to modern life as food, shelter, and clothing. The media of today is pervasive and responsive to the public's wants and needs. The study's overarching goal is to examine how the media influences people and how that, in turn, affects society. And this will aid research on the media's function as a source of public information and education. The frequency of media consumption and the impact of the media on social concerns are the primary areas of attention. Secondary data were used in the analysis.

Keywords: Media, society, Media serves, digital, print, radio, TV

DOI Number: 10.48047/nq.2019.17.06.2433 **NeuroQuantology 2019; 17(06):105-114**

Introduction:

The impact of Pakistani mass media on the formation of public opinion is investigated in this study. Since this is a qualitative investigation, we will be selecting our participants at random. Data is gathered via the use of an interview guide, electronic mail interviews, case studies, and in-depth interviews with key informants. Broadcasting information to many people simultaneously is the goal of mass media. It's the most common way of getting a message out to the public at large. Newspapers, magazines, television, radio,

and the Internet the big screen, primary mediums for the dissemination of news to the general public. Mass media are often relied upon by the public as a source of information on political and social concerns, as well as entertainment and news in the realm of popular culture (Awatade, 2014). Books, newspapers, magazines, records, radio, films, television, and the internet make up the eight main mass media businesses of the late 21st century. With the advent of widespread digital communication in the late 20th and beginning of the 21st centuries, however,



the issue of what kinds of media qualify as mass media has come to the fore. The inclusion of technologies like mobile phones, video games, and computer games, for instance, is up for debate. The term "seven mass media" was widely used in the information age. Print media, audio recordings, movies, television, radio, the internet, and mobile phones were all introduced in that sequence. Today, more people throughout the world tune in to television than any other kind of mainstream communication. It has become an industry leader in sending news and airing programmes throughout the world. It's become an absolute must for survival. Evidence like these demonstrates that television has the largest audience reach and, by extension, the greatest potential for "social persuasion." At times, the influence of the media has altered the social landscape for the worse. To influence society, the media's biggest tool is "Social Persuasion." This is the case because audiences believe the stories given by the media. People nowadays are too busy (or too lazy) to check the accuracy of the news they read or see on television, so they blindly trust the mainstream media. Therefore, the media has managed to influence the Value Judgements of those who are unable to tell right from wrong. The media has risen to the position of ultimate authority, and the information it reports is accepted without question. According to Murshed (2014), this opens the door for individuals to negatively impact society via their own usage of the media. The purpose of the media is to serve as a conduit for news, information, education,

and entertainment. In a world where major events occur on a daily basis, each of which may have far-reaching consequences for people's lives, it is crucial that we all have a basic understanding of the circumstances surrounding each major event. And here's where the media comes in, whether we're talking about newspapers, television, or something else else. The general public is well-informed about what's going on in the globe since the media gives them all the information they need. The media has the power to influence public opinion by highlighting certain stories or highlighting different elements of the same story. The most striking aspects of a tale are often portrayed as the most crucial in the mainstream media. It's possible for two different news organisations to publish identical stories on the economy. Both may place an emphasis on interest rates, while one may highlight the administration's regulatory measures. The facts are the same in both situations, but the stories are quite different. The media's impact on the average person's life is substantial. People can't possibly go to every location to learn about the truth. In this respect, people look to the media for guidance. They are relied on for information, entertainment, and direction. Mass media may either strengthen or weaken a nation. The media plays an important part in every country's development, hence it's crucial that they be free from political influence and objective. Multiple outlets now vie with one another to sway audiences in opposite ways. Instead of broadcasting more serious news, many of them focus on masala news (Quora, 2017).



The impact of Pakistani mass media on the formation of public opinion is investigated in this study. Since this is a qualitative investigation, we will be selecting our participants at random. Data is gathered via the use of an interview guide, electronic mail interviews, case studies, and in-depth interviews with key informants.

Technological Advancements in Mass Media

Broadcasting information to many people simultaneously is the goal of mass media. It's the most common way of getting a message out to the public at large. Newspapers, magazines, television, radio and the Internet are the primary mediums for the dissemination of news to the general public. Mass media are often relied upon by the public as a source of information on political and social concerns, as well as entertainment and news in the realm of popular culture (Awatade, 2014).

Books, newspapers, magazines, records, radio, films, television, and the internet make up the eight main mass media businesses of the late 21st century. With the advent of widespread digital communication in the late 20th and beginning of the 21st centuries, however, the issue of what kinds of media qualify as mass media has come to the fore. The inclusion of technologies like mobile phones, video games, and computer games, for instance, is up for debate. The term "seven mass media" was widely used in the information age. Print media, audio recordings, movies, television, radio, the internet, and mobile phones were all introduced in that sequence. Today, more people throughout the world tune in to television than any other kind of

mainstream communication. It has become an industry leader in sending news and airing programmes throughout the world. It's become an absolute must for survival. Evidence like these demonstrates that television has the largest audience reach and, by extension, the greatest potential for "social persuasion." At times, the influence of the media has altered the social landscape for the worse. To influence society, the media's biggest tool is "Social Persuasion." This is the case because audiences believe the stories given by the media. People nowadays are too busy (or too lazy) to check the accuracy of the news they read or see on television, so they blindly trust the mainstream media. Therefore, the media has managed to influence the Value Judgements of those who are unable to tell right from wrong. The media has risen to the position of ultimate authority, and the information it reports is accepted without question. According to Murshed (2014), this opens the door for individuals to negatively impact society via their own usage of the media.

The purpose of the media is to serve as a conduit for news, information, education, and entertainment. In a world where major events occur on a daily basis, each of which may have far-reaching consequences for people's lives, it is crucial that we all have a basic understanding of the circumstances surrounding each major event. And here's where the media comes in, whether we're talking about newspapers, television, or something else else. The general public is well-informed about what's going on in the globe since the media gives them all the information they need. The media has the



power to influence public opinion by highlighting certain stories or highlighting different elements of the same story. The most striking aspects of a tale are often portrayed as the most crucial in the mainstream media. It's possible for two different news organisations to publish identical stories on the economy. Both may place an emphasis on interest rates, while one may highlight the administration's regulatory measures. The facts are the same in both situations, but the stories are quite different. The media's impact on the average person's life is substantial. People can't possibly go to every location to learn about the truth. In this respect, people look to the media for guidance. They are relied on for information, entertainment, and direction.

Mass media may either strengthen or weaken a nation. The media plays an important part in every country's development, hence it's crucial that they be free from political influence and objective. Multiple outlets now vie with one another to sway audiences in opposite ways. Instead of broadcasting more serious news, many of them focus on masala news (Quora, 2017). The telegraph, radio, newspaper, magazines, television, and now the internet have all contributed to the media's increasing clout during the last half-century. Work, play, health, education, personal relationships, travel, and everything else in modern life all rely on the free flow of information and the ability to quickly and easily share it. While we normally have a good sense of what we need to accomplish for our jobs thanks to our training and education, we depend on the media for up-to-date information on what's happening in

the world and why it matters in our day-to-day lives. As a society, we have come to rely on the media as a reliable source of information (Shabir, 2013).

In today's society, the media plays a crucial part. Our social, civic, cultural, political, economic, and aesthetic worldviews are all shaped by it, thus it has the power to bring about profound changes and make life better for everyone. The advent of modern conveniences has made the use of media an integral part of daily life. However, the amount and frequency of media consumption are determined by criteria such as age, education, economic position, personal demands, and the availability of appropriate components. The concentration of media outlets in major cities is a clear indication of this. Media consumers also tend to congregate in and around big population centres. Rapid social revitalizations may be attributed, in part, to the media's ever-expanding sphere of influence. There is no net beneficial effect from renewing an intangible, and there are some potential drawbacks. A communicator's personality, the information presented in the media, and audience reaction are all factors that contribute to the media's impact. People are frequently swayed by the media, whether intentionally or unintentionally. This might be in the form of direct persuasion to purchase a certain product or indirect encouragement to support a certain political philosophy or party. Whether we acknowledge it or not, the mainstream media has become an integral part of everyday life. There are numerous teachable moments in the media.



This is due of the mainstream media's potent information dissemination capabilities (Paul et al., 2013). In today's society, the media plays a crucial part. Our social, civic, cultural, political, economic, and aesthetic worldviews are all shaped by it, thus it has the power to bring about profound changes and make life better for everyone. The advent of modern conveniences has made the use of media an integral part of daily life. However, the amount and frequency of media consumption are determined by criteria such as age, education, economic position, personal demands, and the availability of appropriate components. The concentration of media outlets in major cities is a clear indication of this. Media consumers also tend to congregate in and around big population centres. Rapid social revitalizations may be attributed, in part, to the media's ever-expanding sphere of influence. There is no net beneficial effect from renewing an intangible, and there are some potential drawbacks. A communicator's personality, the information presented in the media, and audience reaction are all factors that contribute to the media's impact. People are frequently swayed by the media, whether intentionally or unintentionally. This might be in the form of direct persuasion to purchase a certain product or indirect encouragement to support a certain political philosophy or party. Whether we acknowledge it or not, the mainstream media has become an integral part of everyday life. There are numerous teachable moments in the media.

This is due of the mainstream media's potent information dissemination capabilities (Paul et al., 2013). (2) Statement Numerous people get their news and views straight from the media without questioning its veracity, which has a significant effect on both them and society as a whole. Furthermore, the media is an extremely strong weapon that can swiftly transform people's perceptions and ideas in only a few minutes; for example, many news reports covering the conflict between the Israelis and the Palestinians only provide one side of the argument.

Furthermore, the media is an extremely strong weapon that can swiftly transform people's perceptions and ideas in only a few minutes; for example, many news reports covering the conflict between the Israelis and the Palestinians only provide one side of the argument.

Direct Impact of Media on Social Interactions

Numerous people get their news and views straight from the media without questioning its veracity, which has a significant effect on both them and society as a whole. Furthermore, the media is a very powerful weapon that can quickly change people's views and opinions in a matter of minutes; for example, a news report concerning the Israeli and Palestinian conflict may cover and focus only on one side of the story, causing viewers to sympathise with one side while ignoring or failing to mention the other part. In addition, it's encouraging that news anchors and commentators are expressing their own views, but they should exercise caution when discussing delicate topics, as many viewers may mistake their words for



gospel and form inaccurate impressions as a result.

Through programmes like Gyan Darshan as well as other educational channels, the mass media informs and educates the public. It teaches individuals the fundamentals. Through its numerous channels, it disseminates information to its target demographic. Availability and personal interest have a role in how and when people consume media. The poll indicated that 42% of adults use social media for leisure and information, while 35% watch TV—with a disproportionate number of children becoming overweight as a result. Among the respondents, 13% read newspapers regularly, and 10% listen to radio to escape into their own worlds of fantasy and relaxation. In India, the economy and people's standard of living have benefited greatly from the widespread use of mass media. This is because more people are able to go there and see the country's many historic monuments and cultural attractions, as well as sample its delicious cuisine.

The media informs the public about their liberties and how to exercise them. It acts as a conduit for communication between the government and the people, letting them know about policy changes and updates. The public was made aware of the government's actions thanks to the media. It's responsible for societal shifts. The media has become an increasingly important aspect of modern life. The goals of this initiative are to reform, revitalise, and rebuild social standards. Technology, politics, education, the arts, commerce, and every other facet of modern society are all regularly covered by the news media. The

media disseminates information about goods and services through advertising, which in turn entice the intended consumers to make a purchase.

In addition to making people more politically and socially conscious, the media also aids in their personal growth. Getting information about new careers, educational opportunities, and course options is now a breeze thanks to the internet and other forms of modern media. The power of the media: The media has considerable sway or influence. The various forms of mass communication are only successful when they cater to the wants and interests of their intended audience. Information and education were disseminated around the globe. It captures the attention of the audience and keeps them current on style and news. When deciding how to disseminate information to the public, several aspects must be taken into account, including the nature of the medium itself, the state of the market, the trajectory of events, the nature of the message, the intended recipients, and the language used. In comparison to China, India, and the United States, the Philippines has a more powerful media system.

Connecting with others is become easier thanks to social media. They may become friends with one another via real-time communication. Media as a tool for fostering finger dexterity via typing, clicking, and gaming. The ability to communicate and connect with others in society is greatly enhanced by this. People become more progressive as a result of utilising cutting-edge social media functions like live-location sharing, chat rooms, video chatting, and the ability to apply custom



filters to your snaps. The Internet has made it easier than ever to stay informed about current events and get insight into previously unknown facets of a topic. We are able to react to breaking news instantly. The media keeps us apprised of the latest developments in the afflicted area because, as we all know, on the 30th of December 2021 at 10:30 p.m., Chennai experiences severe rain that creates flood in the city.

The media plays a variety of functions in modern society, some of which are beneficial, while others are harmful. The positive functions include:

Employment opportunities: People in society may find a wide variety of online career opportunities to meet their financial obligations. Job seekers and entrepreneurs may choose from a plethora of online resources to help them in their quest. Recent grads may take advantage of online internships and certificate programmes made available over the internet. The SWAYAM programme, for example, is a great way for the government of India to help its citizens get the education they need.

Inspiring and instructive: The public is informed of their civic responsibilities and rights via the media. The widespread use of social media has increased both communication and public awareness of social ills. It educates the general people about the state of affairs and the problems facing modern society. Many inspiring individuals use films to impart their wisdom and encourage young people to make good choices. Young individuals find motivation to adopt healthier lifestyles on social networking platforms. Teenagers may

experiment with their interests and pursue their passions via a variety of media.

The media serves as a platform for a wide range of comedic, musical, dramatic, and suspenseful programming, as well as award ceremonies and other celebrations. In addition to providing a platform for entertainment, the media also provides religious programming. Through the Astha channels, listeners are drawn into a deeper spiritual experience and guided down a brighter road of devotion. The Covid-19 epidemic also saw a rebroadcast of several previously aired shows, including the Ramayana and the Mahabharata. Art and culture were disseminated through the many channels of the mainstream media. The media's portrayal of Indian culture in advertisements helps to lure visitors. The Indian economy relies heavily on foreign visitors, who are drawn in by the country's many historical landmarks, cultural performances, festivals, and fairs, and accessible wellness tourism facilities.

The Negative impact of media on society:

Depression or anxiety: Social media has numerous advantages, but there is also a dark side to this never-ending feed that keeps bringing you back for more. Adolescents' self-esteem is lowered because of the effects of social media use, such as increased anxiety and sadness. Students' time spent on social networking sites is detrimental to their academic and personal development.

Unequal access to technology: Selfies taken in dangerous terrain, such as the edge of a river or atop a mountain, are a leading cause of fatalities each year. It's the latest fad among today's youth. People lose a lot of sleep, have headaches, and have visual



problems because they spend too much time on social media and web series.

Cause violence in society: Overwhelm from trying to take in too much data might lead to faulty conclusions. People may pick up negative habits and even commit crimes just by viewing persuading videos on the internet. Teens who idolise public figures sometimes develop eating problems because they strive to emulate those people's appearances without taking into account their own unique anatomy.

Cyberbullying is the most devastating effect of the Internet since it severely disrupts the victim's ability to lead a regular life. Inactivity's link to obesity risk: Children get overweight because they snack more often and stay seated for longer periods of time while watching TV, using social media, or enjoying a movie. They become malnourished and overweight as a result of this.

Increased risk of obesity from inactivity: Children get overweight because they snack more often and stay seated for longer periods of time while watching TV, using social media, or enjoying a movie. They become malnourished and overweight as a result of this.

Sleep problems and health issues: A night of media consumption may prevent you from getting enough rest. Social media users of all ages consistently report difficulty sleeping. It's possible that the radiation emitted by electronic gadgets might cause health problems for someone who sleeps with it next to their bed.

Impact of excessive exposure on mental health: Teens who spend too much time on social media have less of an investment in their education, and as a consequence, they

struggle more academically due to a lack of focus and memory. When a youngster is not properly guided in their use of digital media, it may lead to social isolation, anxiety, and even acts of self-harm. Overuse might cause them to internalise more violent scripts, which can have lasting effects on their behaviour.

How mass media brings changes in society: By disseminating information to the populace, the media influences the latter's behaviour and outlook. Positive social transformation occurs as a result of media coverage of the benefits of tree planting. Social media played a crucial role in notifying the public about plasma donors during the Covid-19 outbreak, when people were in a desperate position and racing to hospitals to receive oxygen tanks for loved ones. The media raised public awareness of oxygen-producing trees when the nation ran out of oxygen cylinders. The Aloe Vera plant is good for purifying the air and releases oxygen at night; the Ficus religiosa (also known as the Peepal tree) is believed to provide oxygen around the clock. Many more trees were planted following the pandemic because of the heightened public awareness brought forth by the media. The shift is also about making society better. There are a lot of shows on TV and on social media that teach people new things and give them new abilities.

Media Influencing Public Opinion

To begin, it's important to understand what we mean when we talk about "public opinion." This term refers to the consensus of people's thoughts and feelings on a certain issue as expressed by a sizable cross-section of the population. Because of their unusual nature, humans have a



propensity to depend on and be affected by the information they get without thinking critically about the information's legitimacy, which may lead to disastrous consequences. It has been noticed that information providers often provide their own viewpoint in addition to the facts. The perceptions of the general public may be shifted by the use of mass media such as television news, the internet (social media), publications, etc. [ii] Depending on the veracity of the news as well as how the people desire to perceive it, all of these cases aid in the shaping of public opinion.

Conclusion

Many people now have easy access to information because to the widespread use of the internet; thus, it is crucial that they start acting like educated citizens. Everyone has a responsibility to double-check the information they receive.

References

1. <http://www.google.com/> simple random sampling, 25,4,2017.
2. Muntasir Murshed essay "Mass Media: Shaping identity of the Society" 2014
3. Virginia Paul, Dr. Priyanka Singh, Dr. Sunita B. John "ROLE OF MASS MEDIA INSOCIAL AWRENESS" International Journal of Humanities & Social SciencesVol 1 (01) August 2013, [ISBN 978-93-83006-16-8] page 34-38
4. Mr. Milind Awatade "MEDIA AND SOCIAL CHANGE: CURRENT TRENDS ININDIA" 2014. www.srjis.com, www.Quora.com. "What is the role of mass media in shaping of public opinion"22.4.2017. Muhammad shabir "The role of mass media in developed society" 2013, vol: 5
5. <https://www.vedantu.com/civics/what-is-media>
6. <https://medium.com/@kashafmurtza655/role-of-media-in-society-760db2844ae3>
7. <https://www.ipl.org/essay/Essay-On-Role-Of-Media-In-Society-F3MSFENPJ4D6>
8. <http://www.halklailiskiler.com/the-role-of-media-in-todays-world.html>
9. <https://www.mediaupdate.co.za/social/147946/the-impact-of-social-media-on-our-society>
10. <https://www.indiastudychannel.com/resources/90158-Effect-TV-Society.aspx>
11. [https://themanifest.com/social-media/blog/how-people-use-socialmedia#:~:text=Nearly%20everyone%20\(86%25\)%20uses,at%20least%20once%20per%20week](https://themanifest.com/social-media/blog/how-people-use-socialmedia#:~:text=Nearly%20everyone%20(86%25)%20uses,at%20least%20once%20per%20week).
12. <http://ncert-solution.in/meaning-and-importance-of-media-essay/>
13. Iain McLean and Alistair McMillan, 'The Concise Oxford Dictionary of Politics', 3rd ed., Oxford University Press, 2009
14. Husak&Fialka, 'Social Medial Influence on Public Opinion and Youth Behavior', 2018 <https://www.thehindu.com/news/national/other-states/fast-over-lokpal-will-go-on-till-my-last-breath-anna-hazare/article26142955.ece>
15. McCombs & Reynolds, 'News influence on our pictures of the world', Lawrence Erlbaum



- Associates Publishers, 2002, pp. 1-18
15. Dearing & Rogers, 'Agenda-setting research: Where has it been, where is it going?', Vol. 11, Communication Yearbook Journal, 1988, pp. 555- 594
16. Michael Bristow, 'China defends internet censorship', BBC News, June 2010
17. Norrander, 'The Multi-Layered Impact of Public Opinion on Capital Punishment Implementation in the American States', Political Research Quarterly, Vol. 53, No. 4, 2000, pp. 771-793.
<https://www.thehindu.com/news/national/law-commission-recommends-abolition-of-death-penalty-except-in-terror-cases/article10344061.ece>
18. <https://timesofindia.indiatimes.com/world/us/officer-charged-with-george-floyds-death-as-protests-flare/articleshow/76104411.cms>
19. <https://economictimes.indiatimes.com/news/politics-and-nation/hyderabad-rape-murder-case-an-encounter-that-left-a-nation-divided/hyderabad-encounter/slideshow/72413017.cms>
20. Haraszti, 'The Media Self-Regulation Guidebook', Organization of Security and Co-operation in Europe, Vienna, 2008
21. Hammarberg, 'Ethical Journalism and Human Rights', Council of Europe Commissioner for Human Rights, Strasbourg, 2011
22. <https://www.kubbco.com/13-positive-effects-of-social-media-on-our-societytoday/#:~:text=The%20truth%20is%20that%20social,and%20boost%20their%20bottom%20line.>
23. <https://montarebehavioralhealth.com/social-media-and-mental-health-what-are-the-positive-andnegative-effects/#>
24. <https://economictimes.indiatimes.com/news/india/chennai-witnesses-heavy-rainsfloods/slideshow/88598338.cms>
25. <https://digitalmarketinginstitute.com/blog/social-media-what-countries-use-it-most-and-what-aretheyusing#:~:text=As%20of%202021%2C%20the%20Philippines,and%2015%20minutes%20every%20day.>
26. <https://www.healthychildren.org/English/family-life/Media/Pages/Adverse-Effects-of-TelevisionCommercials.aspx>
27. <https://jogamayadevicollege.ac.in/uploads/1586841455.pdf>

