

INDIAN MEDIA; AN APPROACH TOWARDS THEIR ROLES AND RESPONSIBILITIES

ABSTRACT

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Media can truly help in creation of vibrant and developing India. In recent years media has also emerged as a dominant tool for enlightening citizens all over country. With the new era of journalism, it is seen that media is losing the focus on its paramount duty. Today in modern times media is focusing more on entertaining people. Media clearly displays certain defects which must be corrected in democratic way. Media in India has always been at forefront of national life. On various occasions Indian media has also reported as biased. Media is expected to contribute to help in national development by fighting problems such as poverty, communalism etc, rather than competing between non real issues. Various problems with media in India results in worthless journalism. Few years back one of the most popular news group such as the "Times of India" has reported to start a paid content service. Most of the media has also fails to tell the real picture. Election Commission of India has already detected more than hundred cases where politicians were sponsoring paid news. Glorification of crime as a major problem with Indian media has put in limelight. In today's era media is all about chasing sensational news and increasing their TRP and tilting towards commercialisation. Bollywood is also no less in glorifying gangsters and promoting criminals by presenting them as heroes. Therefore, this paper aims to examine the issues with Indian media since in modern times media is also regarded as threat to democracy. Paper gives a detailed elaboration about problems in Indian media and how it creates dominance all over country. Today, Media fails to provide accurate and latest updates to the citizen.

Keywords : GLORIFICATION, TRP, JOURNALISM.

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