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Essay

for BCS Written Examinees

Democracy & Social Media Role of Media in Democracy

Introduction:

Media and democracy are the two most significant words in the modern world dictionary, compared with the sides of a coin some time. In today's world of communication we can't think a second without media. And with the days it is being evident that positive and strong media has become the watchdog of democracy. These two important elements have many connections in and out and so on. Possibly the modern communication has discovered a lot about this two elements of human civilization.

Definition of Democracy:

The term democracy comes from the Greek language and means "rule by the (simple) people".

Democracy means political system in which the people of a country rule through any form of government they choose to establish. In modern democracies, supreme authority is exercised for the most part by representatives elected by popular suffrage.

Democracy - Key Elements

1. Guarantee of basic Human Rights to every individual person.
2. Separation of Powers between the institutions of the state:
 - i. Government [Executive Power],
 - ii. Parliament [Legislative Power] and
 - iii. Courts of Law [Judicative Power]
3. Freedom of opinion, speech, press and mass media.
4. Religious liberty.
5. General and equal right to vote (one person, one vote).
6. Good Governance (focus on public interest and absence of corruption).

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Define Media:

The dictionary defines media as all the means of communication, as Social media (Face book), internet, newspapers, radio, and TV, those provide the public with news, entertainment, etc. Essentially, that means almost anything can be media as long as it is watched, read and heard.

Basics of Media:

1. Respecting the right to express and pluralism.
2. Promoting multicultural and indigenous rights in the society.
3. In touch with people as one to many and many to one.
4. Media to look and act in the public interest.
5. Keeping pressure on government to choose the right policy for mass people.
6. Giving mass people proper and correct information.
7. Positively contribute to build a peaceful society.
8. Informing and guide mass people to the right direction.
9. Never be used in the interest of the vested corners.
10. Perfectly address the contemporary social and religious and financial issues.
11. Be aware of the mass people about their concern.
12. Organizing and expressing the public opinion for peace and democracy.

History of Media:

The first newspaper in America was released in Boston in 1690. Before that, the earliest reported newspaper was "Mixed News" printed in China in 713. Since the beginning of printed material, news and announcements have been brought into the public eye through the use of a newspaper. Now we see many new media like social media (Face Book) and online newspapers in recent history.

What are the roles of media in a democracy :

Of course everyone knows that media is the watchdog and safeguard of modern democracy. In democracy media plays the following roles:

1. Rightly informing the public;
2. Investigation in public matter and publish it if so;
3. Analysis of the society and issue;
4. Social surveillance over the dynamics;
5. Constructing public forum and opinion;
6. Mobilization for the right issue.
7. Shaping up and guiding the living and incoming generations

Democracy for Free Media:

Media is for democracy and democracy is for media.

The following thing democracy should ensure for media-

- a. Ensuring and respecting the right to express;

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- b. Expected ideal environment;
- c. Not to control the media in any situation;
- d. All facilities equally for everyone;
- e. Tolerating pluralism in opinion;
- f. Media friendly governance;
- g. Encouraging transparency and accountability;
- h. Respecting right to know;
- i. Making the system of publication as easy as possible.

Role of Media in Democracy:

In short, participatory democracy would benefit if citizens and those who act as their ears, eyes and voices were to engage in open-minded dialogue about how the media carries out its functions, to flourish democracy:

- Bringing harmony in diversity;
- Commitment to serve the community;
- Promoting freedom of expression;
- Adapting global media issues locally;
- Be awareing the citizens about the rights of the citizen;
- Be awaring the public of their power in politics in democracy;
- Promoting safety, protection & independence of media workers;
- Not to treat media industry as business means;
- Emphasizing on training, development of media workers;
- Providing Young people in the media world;
- Working as the watchdog of democracy;
- Not to be biased to anything.

The Media and the Public Expectations:

Media democracy advocates in favor of such legislative policies that encourage a stronger commitment to serving the public interest and a commercial framework that facilitates independence.

Over time the media has evolved to where the average citizen places great trust in media spokespersons to provide them with all of the important information they need in the world. With the advent of the internet, people now have access to news and information about almost any subject, at any hour of the day or not. Because of the public trust, public expects those in the media have a responsibility to report things in a truthful manner and not become the machine of those that would harm or hurt our world. Community expects gross responsibility in the media, whether it is print, visible or audible.

Mass people want that facts should be researched, multiple media sources should be consulted, and the truth should be sought from multiple mediums. New media should open up new opportunities for learning, knowledge and enrichment.

Shortcoming of Our Media:

Many media and communication experts believe that our media is having the following shortcomings:

- a. Serving the interest of the owners;
- b. Backs the house ideology;
- c. Propagating own agenda;
- d. Extreme commercialization;
- e. Employing inefficient staff;
- f. Paying less and irregularly;
- g. News value is deteriorating;
- h. Fabricating news and information;
- i. Lack of specialized and trained staff;
- j. Lack of committed personnel.

The Media is a watchdog or Whistle-blower:

It doesn't much matter what average people think or know about incident. The purpose of the press is to "blow the whistle" when the government really messes up or does something unethical. The audience for such stories need not be especially large. It may be various elites. It's clear that the press has played this watchdog role well, from time to time. Watergate is the classic case.

Media Ownership and Democracy:

A key idea of media democracy is that the concentration of media ownership in recent decades in the hands of a few corporations and conglomerates has led to a narrowing of the range of voices and opinions being expressed in the mass media; to an increase in the commercialization of news and information; to a hollowing out of the news media's ability to conduct investigative reporting and act as the public watchdog; and to an increase of emphasis on the bottom line, which prioritizes infotainment and celebrity news over informative discourse.

In the response of aforesaid shortcomings the idea of citizen journalism and citizen media came up, individuals can produce and disseminate information and opinions that are marginalized by the mainstream media. From occupy Wall Street, we are 99%, Arab spring, Gono Jagoron Moncha, the social media (Face Book) played vital role. People opined that they could do so because no one owns them. The media must be free from persons with vested interests like politicians and the advertisers if even he is owners.

Recent Tendencies in Bangladeshi Media World:

In the first decade of 21st century in Bangladesh the media experts opined that someone who have other business are opening print and electronic media which is a threat to the healthy media role and environment. Most of the time these media are being used to guard their business and promote their own agenda and strategy.

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Internet "few-to-many" or "many-to-many":

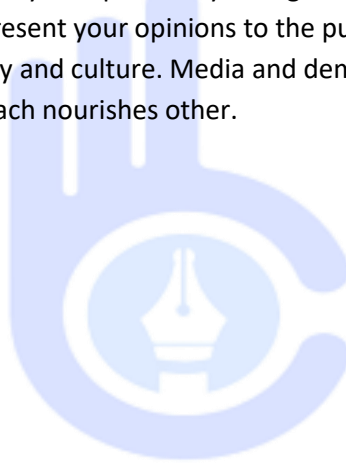
Today there are said to be three million blogs, not to mention countless online dailies and printed newsletters. By this very strong media anyone can reach to all over the world and create opinion in favor and disfavor.

Journalist Killed in Action:

It's a dangerous time to be a journalist. This is the conclusion of a Doctor, Without Borders. Last year, according to their tally, 86 reporters and photojournalists were killed, the most global casualties in a single year since the mid-1990s during the height of the Rwandan genocide.

Conclusion:

Media takes many forms- newspaper, television, printed matter and radio - in our world today. There are great advantages to having a country that protects your right to a free press. You can use any form of media to express your ideas and present your opinions to the public. The media is often considered the mouthpiece of modern democracy and culture. Media and democracy had interrelations in past and continuing to day to further future. Each nourishes other.



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