

# Mass Media in Democracy

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# Mass Media in Democracy

Democracy is the govt. of the people by the people and for the people.

Democracy means freedom of speech and expression and mass media is a crusader supporter, promoter and follower of freedom of speech and expression.

Media makes the govt. function in a proper manner by acting as a watch dog to various institution and the govt. himself.

Media helps us to know about the various candidates contesting election. It gives the potential of the candidate, the precious track record and also the work done by the candidates is highlighted by the media. In this way it helps in selecting the right candidates. Campaigning through advertisement is also done through the media.

The policy and the programmes of the govt. are taken down to the



beneficiary through the media. It gives information to the people to know as to how the govt. is functioning and in this way maintained transparency in the govt.

Media helps to protect the fundamental as well as the human rights it highlights the work of the human rights organisation, creates awareness about these rights, reports cases about the violation of human rights in this way media helps in maintaining democracy in the society of the people by the people and for the people by media.

Media highlights the agenda of different parties and this builds a pressure on the concerned party to follow the agenda. After it has been elected. This put up pressure and also keeps a watch on the party.

Media is the voice of the opposition party also. Hence, media not only highlights the functioning of the ruling party but also it keep



the point of the opposition party in-  
front of the people.

Media acts as a bridge bet<sup>n</sup> govt  
and people.

The representative these are chosen  
in election should be true representative  
of the people and should work only  
for the interests of the people. It  
is through the media that the repre-  
sentatives chosen are from among the  
people themselves.

In democracy a country is ruled  
by the people and this means that public  
opinion is of utmost importance. Media  
evaluates public opinion and helps the  
govt.

Media also make public opinion for  
govt. plane and thus media can be  
said to have a helping approach towards  
the govt.

The voice of a common man also can  
be heard through the media.

Media makes sure that the govt.  
works for only the people and  
not for self interest.

In a democracy the participation of the people is important. Media gives information, creates awareness and thus helps in people's participation in the govt.