

Media and Development in Society: Continuity and Challenges

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Abstract: *Development has become the global 'civil religion', since the past 40 years- and a battle cry for all nations - rich or poor, strong or weak. It is a long and complex evolutionary process-more a process of social change rather than merely generation and accumulation of material resources. Scholars have proposed various theories and models while development agencies set various goals for the development of nations and some of the theories have failed to yield results and new theories that emerged have tried to offer solutions to speed up development. The positive role of development has been recognized in third world countries because information dissemination plays a key role in bringing a social change among the receivers. Researchers have accorded priority to diffusion of information to the receiver through interpersonal and mass communication channels. The paper aims to provide an insight into continuous role of media in the process of development and the challenges faced by the contemporary media therein.*

Keywords: *Development, media, information, change*

I. Introduction

The media, with specific reference to the collective entity of newspapers, radio, television and the Internet, are important in shaping the development process of a country. Development involves changes or advancement in a nation aimed at improving the political, economic and social lives of the people. It is a multidimensional process of action, organization and communication and involves economic, political, social and cultural factors. The real influence of the media in national development will depend on the media themselves, the societies in which they operate, and the audience they reach. None of these factors are the same everywhere, at all times, or all conditions. The media in dictatorships, for example, are not likely to exercise the same influence as those in democratic societies. The media's crucial role in national development is not in doubt. The role covers the political, economic and social spheres. The media set the public agenda and act as the gatekeeper of public issues. They perform the watchdog role especially in political transparency and fight against corruption. As the fourth estate, the media provide the checks and balances in relation to the three branches of government, as created by the constitution. Media are particularly important in facilitating nation-building especially of post-colonial societies and those experiencing ethnic and religious diversities.

The media has been variously defined by scholars of mass communication among which media is referred to as a collective means of communication by which general public or populace is kept informed about the day to day happenings in the society. The media is also said to be an aggregation of all communication channels that use techniques of making a lot of direct personal communication between the communicator and the public. While talking of mass media however, the word "mass" means a large number of people or collection of organs of communication and information dissemination that reaches out a large number of people. The information circulation is not only confined within members of the public but the media also serves to coordinate the information flow between government and the public and vice versa

The media must however play their role in national development in an environment that is free and independent, with fair ownership spread. Biases, sensationalism, propaganda and media vices are inimical to the media role in national development and has been a subject of discourse in communication literature. However, before delving into the discourse, it is necessary to define the phrase 'national development', so as to understand and appreciate the issues involved in the relationship between media and national development. According to the Oxford Dictionary, development means "a new stage in a changing situation". To develop is to become more advanced.

Development refers to a change process geared at improving or making better, the life and environment of man. Dudley Sears (1985), posited that development involves the creation of opportunities for the realization of human potentialities. Development is neither a simple nor straightforward linear process. It is a multidimensional exercise that seeks to transform society by addressing the entire complex interwoven strands, living in pulses which are a part of an organic whole. (Haqqani 2003). Where the media comes in development process is through what is called "development communication". This is the type of communication which is

consciously packaged by the sender such that the message content or the information sent could persuade, encourage or convince the receiver or target audience to adopt an attitude and participate in actualizing a development plan or goal. At certain instances, the message sent aims at making the target audience adopt a positive attitudinal change towards a development purpose. Development communication has been engaged in finding a niche in the efforts to tackle the formidable problems of underdevelopment and marginalisation of millions of people and thousands of communities worldwide through a process of directed social change.

In the context of a nation, Eapen projected that three major factors must be considered in any discussion on development- economic growth, self reliance, and social factors. Development is a qualitative change, which entails changes in the structure of the economy, social environment, and political disposition. The overall object of national development is human development, the purpose of which is to enlarge people's choices for-- greater access to knowledge; better nutrition and health services; more secure livelihoods; security against crime and physical violence; political and cultural freedoms; and a sense of participation in community activities. The media have been variously described as the fourth estate, agenda setter, watchdog, force multiplier, and gate-keeper, all in an effort to demonstrate their influence on society. Conversely, the media have been viewed as a venue for sensationalism, propaganda, and bias, factors hostile to national development. Given these perceptions about the media, to what extent do they contribute to national development wherein the targets of national development are the people.

Media's role in national development can be analysed from political, economic and social perspectives. In the political sphere, media's role can be found in areas of democracy and good governance, political transparency, foreign policy, human rights, war on terrorism, and public relations. In the economic sphere, media can play their roles in the areas of economic policy and growth, economic empowerment, advertisements and tourism, business and investment, etc. In the social sphere, media's role cover social issues, such as corruption, criminal violence, communal conflicts, prostitution, war on drugs, population control, education, food security.

Linking Media and Development at the micro level

With the liberation of countries from the colonial rule after the World War II, the newly liberated independent nations were formulating their own policies of national development. When the policies were taking shape, experts like Rostov (1960), Hagen (1962) propounded new theories of development. A majority of them during the period believed that economic development was the quickest way of development. They adopted the western model of development termed as dominant paradigm of development. Daniel Lerner, Lazarfeld, Schramm and Rogers advocated the modernization theory, which simply said that the developing countries need to adapt to the new technologies and increase production at all levels which lead to development. Diffusion of innovation, two step flow theory, extension and other social marketing theories were spoken of as sure success formulae for development. UNESCO (1961) stipulated a minimum standard of mass communication channels for the third world; 10 copies of daily newspapers, five radio receivers, two television sets and two cinema seats for every 100 of country's inhabitant.

Ever since the beginning of planned development, the role of media in the process of development has been organized. The media were expected to provide communication support and inform the general masses about the objectives, targets and benefits of the plans. In the second five year plan, publicity through the mass media was planned. Third five year plan proposed to intensify existing communication systems to take the message of the plan and development to the masses. In the recent years, the development of new communication technologies is encouraged and supported by all governments, corporate and private sectors to accelerate the pace of development and change.

Media are catalytic agents in national development. The revolutionary changes in the communication technologies have contributed to expanding the role of media in national development. They have accelerated the pace of development and made the world a smaller place by bringing people closer through communication. The rapid developments in the communication scenario and media technologies have provided ample scope to development practitioners to evolve appropriate communication strategies for development. Media have contributed tremendously to the development of nations and societies. They are powerful forces in today's world. They influence and shape the local, national and international issues. Media are expected to foster overall national development. Growth of media in the form of communication accelerates the development process of the country. Media have contributed in bringing about revolutionary changes in India in spite of many disparities in society.

Dua(1994) felt that media should give more coverage to the agricultural programmes relevant to farming community. It is a fact that half of our population is still illiterate and does not have access to newspapers and other printed material. As a result of this, pace of adoption of technology has remained much lower than the expectations of scientists. India having diverse language needs media and communication in local

languages. At the same time, coordination and collaboration of communication at national level is very important for getting advantage of technology being communicated in regional languages.

According to Yadav, “access to mass media and other modes of communication is primordial”. For this, in a developing country like India facilities for community listening, viewing and reading should be provided in all villages and to all weaker sections on priority basis. Along with this, a movement for district language newspapers with appropriate contents needs to be launched. If together with structural changes, electronic media, district newspapers, adult literacy and civic education programmes, and other development efforts are properly planned, synchronized and harmonized, these can be complimentary and serve large national objectives promoting universal education and participatory development with social justice. This will ensure active development of the ‘silent majority’ which is largely left out of development and progress achieved so far in the task of nation building (Dua and Gupta, 1994).

Mass communication becomes very important while communicating ideas intended to change behaviour of people right from developing awareness to adoption of an innovation. Today, mass communication brings people closer by developing common understanding of the event or issue. We are dependent on mass communication not only for entertainment, information and politics but also education, science, religion, charities, agriculture and transportation. In one way or another, almost every major social activity in modern life depends on the use of mass communication media to greater or lesser extent.

Media function in Development:

Basically the media are described as performing three functions or roles of information, education and entertainment. These are the conventional social functions the media render to the public, but which is equally applicable in broader sense in national development pursuit. It could be said that through educating, informing and entertaining, the media thereby make the society, society members or the nation as well as the leadership of the very society, aware of the importance and need to undertake certain processes or process of national development. Also attached to these three basic roles of media is another role of persuasion, where media are seen as virile tools of applying persuasive efforts to influence people’s actions towards a particular direction. The mass media are therefore seen for their role in furnishing the public with necessary information to achieve development or change goals.

These roles of media in national development lie in their capacity to teach, manipulate, sensitize and mobilize people through information dissemination – (Ucheanya 2003, as cited by Chinenye Nwabueze). The media also chart a course for the public in line with the agenda setting theory, thereby creating in the minds of the people, issues that would be viewed as priority issues including development programmes and policies (Nwabueze, 2005). A mass society is characterized by greater reliance on the mass media for information and news about the environment in which the people live. The news media are the main sources of local, national and international news. They set their agenda for public debate and create issues. In short, mass media help in the emergence of public opinion and in building up of images through news reporting, expressing views, informing the public and thereby facilitating public discussion on issues of wider concern. As a matter of fact, the mass media play significant role in the socialization of its members –their attitudes, preferences and mannerisms.

The relationship of the press with the government primarily depends on the existing political order. In countries, which espouse liberal democracy, the press has evolved as an independent institution (the fourth estate) acting as a moderator or watchdog on behalf of the public. In socialist and authoritarian states, the press is regarded as an ‘ally’ of the state and in some instances the mouthpiece of the government. Romano (1999) citing the Indonesian media theorist Ashadi Siregar notes that most discussions by academics, bureaucrats and journalists about this country’s press have been of a normative nature. Normative theory identifies dominant social values and how the mass media should ideally operate if they are to encompass such values.

Growth of newspapers in the state is an indicator of the fact that the readership has increased and people want variety, substance and professionalism in the content. The content of the newspapers have to be responsive to the changing demands of different sections of the society. The real challenge for the newspaper today is to cater to the ordinary class of people, discussing their issues and concerns. Newspapers have emerged as a credible source of information for the majority of people. People pick up the early newspaper to scan the latest issues and problems being faced by the state. Through its editorials and lead articles the modern day newspapers have the responsibility of shaping and moulding the public opinion rather than it being a concept confined to text books only. With the proliferation of the newspaper industry, it becomes all the more pertinent for the newspaper to cater to the different tastes of its audience.

Role of Press and Development:

The press as the fourth estate in a democracy has a greater responsibility to play a constructive role. It is an instrument of education, contributing to the development of human resources and capital in promoting economic growth. It is a multiplier in the communication process, spreading widely and rapidly information which will aid national development. Because people depend on newspapers for their day-to-day information needs, newspapers should act to inform and educate people on social issues. The socially responsible press helps the citizens to be well informed on issues of immediate concern to them. Moreover, the degree of media attention given to social development issues leads people to believe that these issues are important. The mass media confers status on people, organizations and public issues. The media singles out one from thousands of other similarly placed issues or people to become significant. They set their agenda for public debate and create issues. In short, media help in the emergence of public opinion and in building up of images through news reporting, expressing views, informing the public and thereby facilitating public discussion on issues of wider concern. The theory of social responsibility says the media should play an important role to define issues and set the public agenda. Therefore, the press should assume the role of agenda setter in a society. Agenda setting is one of the most important roles of the media. It is defined as the process whereby the media determine what we worry and think about. Lippmann (1922), who first observed this function in the 1920s, pointed out that the public reacts not to actual events, but to the pictures in our head. The effect of agenda-setting is epitomized in the famous Cohen's (1963) quote that the press "may not be successful much of the time in telling people what to think, but it is stunningly successful in telling its readers what to think about".

Because newspapers are the chief source of disseminating information they have the responsibility to diffuse information on common concerns of the nation or state such as population planning health, education, environment, women etc. The priorities mentioned in India's five year plans and the Millennium Development Goals focus on issues like eradicating extreme poverty and hunger, primary universal education, promote gender equality and empower women combating diseases. Mostly it has been seen that the survival of newspapers depend on circulation and advertising. Because circulation is a key factor for attracting advertisements, newspapers adopt strategies to boost circulation. In the process newspapers identify themselves as commercial enterprises. The old ideas concepts that a newspaper represented ideas, people's conscience or nation's ethos have worn out. Journalism is a profession only in name; in reality it is an industry. (Nayar 1994). The press has a responsibility to support the government's efforts to provide basic needs to people as envisaged in Millennium Development Goals or Five Year Plans.

Although the press can play a significant role in publicizing issues by giving an in-depth view on issues like women, environment, poverty. The quality of development journalism can be enhanced if the newspapers take it very seriously. Project Chattera, Udayavani's experiment in development journalism in Karnataka, Navodaya community newsletter in Andhra Pradesh is an eye opener to other newspapers in the country. Such experiments can have considerable influence on policy-makers. The newspapers can be very successful in motivating the villagers to actively participate in development and rekindle their hopes and dormant community spirit. The newspapers should investigate, analyze, interpret and commit itself to development. Instead of a news report, it can be an interpretative report. This shift in newspapers in future will make the newspaper relevant to the society to stand as a public institution, which strives for the welfare of the society.

Pre independence, the press was an effective medium in the hands of nationalists as well as social reform groups. They exposed evils like casteism, child marriages, ban on remarriage of widows, and other such inequalities women at that time were subjected to. (Desai, 1993). Prior to Independence, newspapers influenced and molded the opinion of the people on social issues such as sati, child marriages, bride burning and so on. Journalism in those days functioned as a mission to awaken the masses socially and politically. In post independence India mission was partly carried by researchers as well as newspapers in conducting a few experiments in development journalism to accelerate rural development. In post-independent India, development journalism took the form of experiments like Project Chattera (1969), and Udayavani (1981-84). Despite these experiments, developmental journalism did not gain much ground in Indian Journalism. Murthy (2000) in his study says that the Indian Press is known for its wide coverage of political news. Development journalist P. Sainath (1996) says it covers gossip. Hence vital issues take a back seat. Further, reporting on rural development does not receive much importance in the Press although a majority of population in India lives in rural areas. Rural stories rarely get front page coverage unless disasters like famines, floods or deaths occur in these areas. (Gupta, 1994). Mostly, the trend in the newspapers is to focus on events. But as development is a process, it requires a constant study and understanding of the subjects. The Second Press Commission (1982) observed that the reporting of non-official initiatives in rural development, educational reforms, and health initiatives and so on is less extensive than the in-depth reporting.

The media in India has expanded and grown at a dazzling speed in its reach, persuasiveness, and commercial gains. The swing in social, economic and political scenario has been unprecedented. Media as an institution is a key player in today's modern world. It is often said that the rise of the 24-hour news culture has

changed the very nature of what people seek from newspapers. Brighton and Foy (2007) have already observed the wide spread assumption that many readers are looking less to find out what has happened than help them to make sense of it-or simply to find out more detail. It may also be that we consciously or unconsciously seek aids to help us decide our options what news is, though the general consensus is that fewer people read editorials than news pages. Research on voter behaviour also tends to show a very fluid relationship between readers voting habits and the political persuasion of the newspaper they choose. The spread of newspaper in a democratic country tends to reflect the spread of political views within the populace and although there are some practitioners within the industry who would like to feel that they are influential agenda setters, this is rarely true. Even in (the ever shrinking number of) overtly illiberal and dictatorial states, it has traditionally had little impact on altering the mindset of its readers.

Yet another pointer to the trend of non-metro areas leading in newspaper circulation is the size of newspapers involved. While big publishing houses dominate in metro cities, medium and small newspapers with their local content are popular in small towns and rural areas. While it is true that the growth of television news has not cut into circulation figures of newspapers, as it was feared a few years ago, we don't know factors responsible for this growth of the printed word. One obvious reason is the rise seen in literacy rates in many parts of the country. Nevertheless, literacy is a key driver. Second factor is newspapers have become affordable compared to other mass commodities.

The era in which we live is often distinguished by reference to predominance of the media in our society. A variety of words for example, 'information', 'communication', 'media' and 'digital' are used interchangeably to label the age in which we live. Such familiarity breeds contempt as we blame the media for many of our social problems. But the term becomes elusive on definition. According to Meyrowitz (cited in Williams) the 'most glaring problem for media studies' is that there is 'no common understanding of what the subject matter of the field is'. He criticizes the media scholar for their failure to explicitly confront the nature of the media, arguing many have simply adopted 'the belief that everyone knows what the media are and that one can therefore move immediately to other research questions'. Along with the dominant stream of journalism obsessed with politics and concerned with urban issues and developments there have been some strains in Indian Journalism as well. The Hindustan Times can claim some credit for starting development reporting. In the 1950's extensive reporting about the functioning and the problems of various public sector projects in India was undertaken by the Hindustan Times.

India was much ahead of all developing countries in creating an awareness of the role of communication in nation-building and development. It was also much evolving a broad perspective and strategy for communication planning suited to the goals of national development and social transformation in a country of sub continental size and diversity and long historic tradition (Joshi, 1998:206). For Gandhi, the key to a newspaper's role in arousing social awareness was integrity and credibility. Social commitment was basic. Transparency in all its operations was essential to maintain its reputation (Bhattacharjee,2003)

Oetama (1989) likewise points out that the press cannot stand outside of society, but must exist within it and thereby be influenced by its currents and fundamental structures. Although the press plays an active role in shaping society, it can never become an autonomous power, it is significant only in terms of other institutions and it is invariably influenced by the main currents and structure of society. The press has a role in surveying and interpreting the environment for individuals in society. To perform this role, according to Oetama (1989), it must necessarily have a certain value system and this value system can only come from a critical and deep awareness of the social context and dynamics and from reflection.

Media as harbinger of change:

Mass media are capable of creating various kinds of impact on mankind. They play a crucial role in the function and change of any society. A study of social change cannot be done without studying mass media. Therefore in the present times when technology has brought about changes in the society, mass media studies have become important. The mass media constitute a powerful and pervading force in our lives. We are exposed daily to bombardment of media messages. Most of the information we receive about our community, our state, the nation and the world comes to us through newspapers, magazines, television and radio. The information and views communicated through these media have great impact on our attitudes towards people, events and problems. Mass media expose people to a flood of information almost narcotizing reader, listener or viewer. Due to mass media the range and amount of information available to the people has vastly increased. Effective use of the mass media has the potential for increasing the public understanding of the goals of development programs and activities of development workers. It can increase public support for development programs and it can have a significant impact on the decision of development planners, policy makers, and legislators that affect these programs. It can help people function better in the community, by providing information that can support the coping capacities of persons under stress and consequently, it can significantly expand the impact of the development programmes in any community.

Mass media are important in shaping the development process of a country; they are channels for the diffusion of constructive ideas, promoting enlightened public opinion, highlighting processes of governance, serve as a forum for public policy debate and are watchful of the excesses and violations of the development rights of the citizens. Policy makers and planners of the country must bear in mind that the mere presence of a communication system does not guarantee an improved standard of living for the population. Media must build the ability to think critically about development ideology and practices and encourage the masses to participate in national development.

Mass media in India are actively involved in the tasks related to the different aspects of national development and they are assisting government and masses in social, economic and political development. Thus, mass media have contributed to the mobilization of human resources requires a great deal of attention of what the population knows and thinks of national development, and especially to the encouragement of the attitudes and social customs and provision of knowledge, which will be favorable to the development, the mass media have undertaken the job quite competently. Research studies by communication scholars also have proved that mass media have immensely aided and assisted the rate and score of development.

Issues restraining the role of media in development

The necessity for media to function effectively as the watchdog of public interest was recognized in the freedom struggle. The founding fathers of the Republic realized the need to balance the freedom of expression of the press with a sense of responsibility while such freedom is exercised. Adherence to accepted norms of journalistic ethics and maintenance of high standards of professional conduct was deemed to be a natural corollary. Also we have not had an informed debate in the country on the issue of multiple ownership and cross-ownership nor a cogent national media policy that covers print, radio, television, cable, DTH platforms, video and film industry, internet, and mobile telephony. In most developed countries, rules on cross-ownership and multiple-ownership are intended to prevent the emergence of monopolies and cartels and promote competition. Many states in India have a few media groups dominating both the print and electronic media. At the national level, we have seen the emergence of a handful of media conglomerates spanning the entire media spectrum. Its impact on molding public opinion, generating political debate, and safeguarding consumer and public interest is a moot question. As a result of opening up of the market to more competition, consumers, it is argued, will be provided with a greater range of products as companies compete with each other. The emergence of more channels and outlets, increased access to information and knowledge, and more control over when and what people watch and listen to appears to confirm the argument that the free market brings more choice for the individual. Thus any concerns about increased concentration of ownership are offset by more choice. Supporters of the 'free market' see the explosion of choices making redundant old-fashioned anxieties about media monopoly as deregulation encourages competition, investment and a growing diversity of product. India is among the few democracies without active media watch groups engaged in objective analyses of the media, discerning prejudices and latent biases, and subjecting the media to a dose of their own medicine. For an industry that has over fifty thousand newspapers and hundreds of television channels, systematic media criticism is non-existent. These biases have prompted the media industry to resort to "sunshine journalism" where the focus is on the glass that is quarter-full rather than that which is three-quarters empty. When media portrayal is of a life that is always good, optimistic, going with the tide of those with discretionary spending power and their causes and pet themes, the role of the media as a defender and upholder of public interest is relegated to the background and its commercial persona takes over, replete with its allegiances to the market and the shareholders. Circulation nowadays is the oxygen for the survival of newspapers, and the paper adopts new strategies to do so. The chief reason for the trend of commercialization is the entry of big business houses into the profession of journalism. These business houses go for sensationalism to get maximum gains. Veteran journalist Chalapati Rao (1982) says the broad feature of Indian Press is that it is an industry now, which is managed and owned by other industries. The working class, the poor peasant does not exist for mass media.

Lack of self censorship is also a problem militating against objective and developmental output by media. The media are seen as good in criticizing others but scarcely do they criticize themselves in terms of observing the code of ethics of the profession. While a section of the media engages in bitter criticism and harassment of those in position of power to earn their recognition, others stoop down to paying cheap lip service to the authorities that be with a view to gain gratifications. It could be said that while the former case could fetch charges of defamation in the court of law, the later could expose the practitioner to ridicule and debasement.

An appreciation of how and why we should analyze media content is important for a number of key reasons. First, media content is a powerful source of meaning about the social world. Second, while media content does not equate with social reality, it is essential that we examine how media content represents, or more accurately 're-presents' the realities involved in social, economic and political relationships (Devereux,2003). The availability of new media is altering people's media habits. The press is increasingly responsible for supplying the information and image through which we understand our lives. For any social movement, the

media play a crucial role in shaping public consciousness and public policy. Merrill (1995) added that the press not only reflects the ideology of the system in which it functions, but supports it and cannot exceed the system's limits. As a result, the main category for systematization has been the different societies' political perspective on government- press relation and this has often resulted in confusion between 'the actual working principles of a given media system; the theoretical ideals of the system and the dominant ideology of the society .

II. Conclusion

The positive role of media in national development has been recognized in the Third World countries because information dissemination plays a key role in bringing social change among the receivers. Besides being a powerful news gathering and news disseminating platform, media is an institution with a deep social foundation. A relationship of reciprocity between media and society lends it the strength it enjoys. Whether print or electronic, media in its appeal is massive and profound. From individual behavior to social norms, the gamut of media is vast and deep. Electronic media being more picture oriented carries more sensational and glamour. In comparison print medium is serious but lasting. Despite the abundance of television channels which leave hardly any time to breathe at ease, newspapers still continue to be the effective sources of communication. A magnificent gift to the mankind and highly indispensable, press does a splendid job, performs a crucial role as a communicator. Because of its importance and significance, it has been highly acclaimed, admired and appreciated. And it won't be unpalatable to say that what air is to living beings, the press is to society. In this apparently free press scenario the question remains that what issues get prominence in the press and why are others relegated to the back pages.

The journalist being aware of their role can influence their audience and attract their attention to cooperate and participate in more equitable developmental plans. Since the last two decades parallel to the growing importance of studies on development communication in the developing countries, new styles of development journalism have received growing attention. It can be said that development communication and communication development complement each other. Communication can become a tool for development if it is being used by professional journalists who convey development-directed messages to the audience. The constant evaluation of the media's performance is necessary in order to achieve a helpful development communication reflecting society's real needs.

Narinder Aggarwala, an Indian journalist who advocates development journalism, believes that journalists at the development desk should critically evaluate all developments plans from national and local perspectives. A news report fulfills the minimum criteria for development journalism if it consists of at least one of the following points: stresses the process and not the event, maintains a critical perspective on development plans, emphasizes people's needs, presents a background for development issues, predicts future needs, considers the effect of plans on people, compares the development process to similar processes in other places, compares the plan with implemented results, critically surveys stories of success, and points out people's needs.

Politics, as we have been experiencing all along, is the staple of newspapers. But this is not all; other issues merit an equal mention. Do other developmental issues get appropriate coverage or they get eclipsed under a huge cover of politics. These questions assume more importance when it comes to the coverage of developmental issues by print media. Enormous space is given by our media to business, and very little to social sectors like health and education. Most media correspondents attend the film stars, fashion parades, pop music, etc. and very few attend to the lives and problems of workers, farmers, students, sex workers, etc. That's why Lakme Fashion Week scores so heavily over farm suicides.

Development is not a matter of higher economic indices alone. It is not to be confused with higher consumer consumption or product proliferation. What really matters is peoples social and cultural advancement together with their economic will being measured in terms of higher per capita consumption of food, a safer environment for living and working and of courses, the spiritual freedom to pursue nobler aspects of life, cultural and artistic attainment and the freedom to express one's views without fears. Unrestricted pursuit of wealth, unlimited consumption of goods and higher creature comforts and possession of modern entertainment media will not bring in human development. And as seen in many affluent western countries and in affluent sectors of poor countries everywhere, social diseases such as alienation, crime, drug addiction are widely prevalent

The media leads to formation of attitude through establishing of values for the society or nation and thereby building a climate of change in the society or nation. The responsibility of informing people about development projects and programmes is another major role of media to national development. Such programmes designed and proposed by policy makers could be entirely new to the people at whom they need to be enlightened, educated and mobilized by the media. Offering solutions to problems is another developmental role of the media, in that they are not only expected criticize government officials and condemn their actions, but also as watchdogs of the society, they should review, analyze, appraise or criticize, as the case may be, activities of government agencies and programmes

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