



Social media: Responsibility for the societal advance

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Abstract

Being with the time and space there are a lot of the troublesome ideocratic metaphor which could take away all the attention. Connection of youth to fame and politics made up heroic trap and heroism amends the thought process and makes it reach the universal way of addressing youth and mobilize the support. Campaigning is old term which talks of the people gathering in an area and having words with the party and learning their agenda and getting acknowledged about their problems and understanding what they are going to do in the future to give the citizens a better future. Simultaneously if they get to understand the theme and choose to vote them then only, they get selected. Provided to that they were given food and great pandals were organized and that costed a lot. But looking at today's scenario things have changed and made sure that the world of politics has also evolved and with less education many a time they happen to tame the educated one and that too without spending anything huge.

Keywords: media, machine, communication, world, profession

With the growth of internet, we have witnessed a large leap in the field of communication. World is connected with waves and frequencies and not only we have been the generation to witness the development of great scientific era but also, we have been the sole observer of our own personal life where we have given so much though understand the life, world, and universe in a wholesome manner. Being in the time of developed networking and getting connected to a lot of people digitally we choose not to remain isolated. So, with the passage of time there was a clear invention of social media which started from yahoo chatroom and allowed a lot of people to connect with a great far part of the world from their location. Giving the ideas of connection improvement we have ventured the world sitting in a single room. There has been a great leap from there to Orkut which allowed people to write on each other's wall and get replied with the writing. Slow but steady we have made a huge leap with the Facebook, twitter, WhatsApp, Instagram, Messenger, etc. This leap comes to a creation of great point where entire community gets connected unlike a community fest. The real idea has always been very versatile and

elongated obscure and blurred the difference between urban and rural population.

Around the arms of technology there has been a stiff rise in politics too. Where the fast-paced world has gained all the symbolic height and made sure to grasp all the amenities without any fail, giving politics and development to the population was a tough game. But with the time social media has been the ideal giving society and with wish each one can reach everyone. Same has gone with the politics. They have been using different advertisement to directly reach the voters and made up their claim in the mind of future voters. Time of advertisement and the growth of this advertisement have confirmed a target-oriented goal. The mind mapping of each and every individual has been recorded with the digital media using habit and content sharing habit. There has always been the society of give and take but advertisement made sure to create an illusion of giving only. Claiming the ideal truth is a distinct business. The political arena has made sure it reaches with its propaganda to you without actually visiting you. Social media happens to be one of the greatest priorities thought which clutches the citizen of the country and same happens with the political leaders they started targeted advertisement and shortened the agenda and made sure to distribute it among the people in short span. That also runs to be the highly viewed one and the advertisers will pay a small sum and get all the hype.

Taking another account of citizens who are understood to be empowered one and have given a through brain to understand the situation and start the debate on contemporary political issues. Where the trend of communication may be one way or multiway like live videos, viral content videos and public opinion collection tends to crash the trend. The understanding of the scenario and the awareness has been one of the very fascinating multi bagger tool which could hold onto a great technical thought. These video viewership's increase soon and in a straight manner.

“Knowing how fleeting a co-residence can be, rural migrants seemed to have little expectation of developing any long- term relationship with people who happened to work on the same assembly line, or happened to rent a room next door. Social connections, such as colleagues or neighbours, can be very close in the short term, but in the long run they were considered fragile and unstable, especially when one of the parties migrated to other places. Lao Zhou's experience from a ‘super- stable’ social structure in a village society, in which ‘everybody is watching you’, to an unstable and loose connection in a floating life – ‘who knows who they are?’ – is common among migrant workers in Good Path. Such living

experience set the tone for people's attitudes towards offline social life.”¹ Here the society tends to be in a soluble knowledge bank. There has always been an ideal human habit and behaviour which aims at free flowing movement of the society. Here there is a greater impact that has been given to the relationship according to the population that is heading from somewhere. Suppose we go to work at a place. There are people who might be using same way to go to their own destination. While travelling keeping into eyes we have human habit of communication. Where we stand to talk to each other and form a society. But that relationship cannot be expected to last till a good long time. But while in a village if one stays he can be expected to be known and happens to be known from inside and outside. Being in the term of relative it happens to know less about someone than neighbours. This fleet happen to be taken by relative inquiry with human brain. But this peeking attitude happens to be the attitude of people who are never a part of media. When we consider media too the framework happens to be same and makes a huge impact and tends to affect individual life and makes a move to restore the Unitarian system. Collage them and make a directional society and well maintain a balance between media and social media.

Social media happens to be enough powerful to create political rifts giving way to ai to decide the mind map and suggest content accordingly. Concerns about the government surveillance happen to take a bigger spot and utilize the multi-dimensional outrage. Because it could barely control the place and growing internet usage and rise in the digital literacy in no time, we can expect the social media to lead India and its political arena. This part talks of the involvement of revaluation of media and analyse it again so that it can be purified and this applies to all the sector of media may that be news, advertisement, entertainment and social media understanding them and analysing their social effect, power, structural function, biases, and social effects. But when we talk of criticism, we find that the real part of the criticism tends to work with all the understanding and reenter the question and evaluate the part for further improvisation.

There are many forms of criticism majorly cultural criticism which aims to shape cultural value systems, technical identity. Ideas of holistic approach have been the major area of concern. India has been a land of cultures and all the culture exhibit a very distinct thought amalgamation and when there is growth of industries and media then the work has been very obscure and mandate which goes through the people and people with the globalization have made a lot of development and within a span tried and settled everywhere in this planet and home has never been a limited place and members have been far away but due to connectivity no one has been far away and distance never mattered to anyone but with the influence of culture things have been made up staying far away and it includes all the personal agony to repeal media but the real culprit stands out to be globalization. If we look further there is a great debate between women

¹ Wang, Xinyuan. “Social Media and Social Relationships.” *Social Media in Industrial China*, 1st ed., vol. 6, UCL Press, 2016, pp. 97–126. JSTOR, <https://doi.org/10.2307/j.ctt1g69xtj.9>.

and feminism but anyway things have established a different even tone towards the gender role. The acclaimed thought of the gender identity brought a great number of differentiations but with approach things have made a bigger hype and made sure to use of the truistic belief system and arrange the society and flagship that could bring up the utilized race. Power of media had ensured women safety and also made same women uncomfortable with porn leakage. So, the backbone thought has to be the desired one and a balanced one. The ethical conduct plays a very vital role in organizing the entire set up. But the real understanding of feminism and patriarch society has to be layout of the social thought. Political and economic criticism includes the connection between the government and corporate and their ideal partnership. Which ends up with the corporate and government agendas?

Taking into account the free availability of the media is also under the scanner of the corporates. They try to control market and also enforces media to keep the trail account of the media houses and align them with the governmental agenda and own things and earn profit has been the real theory of the effect aligned thought. These things not only talk about the rejuvenation of the system but it amalgamates others to look into the frameworks of past. Where there is old presence of colonial belonging and that too maintains the pace with the thought. They talk of the erosion of the history and development of new one with the advancement of the race. This part of anthropology makes the complete sense how everything has developed from nothing and made its mark in getting something and understanding how audience get into the context and background of the media ethics and create an identity of own. There are ways of studying media criticism and once one goes through the depth of understanding and creating much arid interest in the stuff. Few of those methods are Semiotics which is the study of sign and symbols in media text. Another part happens to be discourse analysis it looks at power structure and language use within the media narratives. Framing and agenda- setting theories. Teaches to frame issues and denote public opinion to it and represent it back to public. Last part is representation analysis helps in venturing through the minds of people and understanding how they are studied and categorized and their issues are portrayed and studied.

It has always mattered because if there is more bias then more and more possible outcomes are expected to come and eventually kept to practice. The biased media or the basic media is the real question and what would be the condition of improvement that aligns with the matter. When the world has been fast paced and the aligned the developmental goal and tends to hold up with the pace of the world and critically think and analyse everything at once. This not only deploys good skilled media output but also gives a clear insight to demand better and present more ethical media practices. These tend to hold the

sanctuary of kindness and goodness.

Paid news and yellow journalism:

The news which deals with all the advertisement and promotion then only and plays with all the sentiments of the people and that too leads to fooling of many characters and give a great glorified thought to viewers and due to all the panic filled emotions they become prey to the entire nuisance and actively fall into trap of them. Media without ethics happen to be the ideal to the objective journalism. The actual thought of a product or service remains way too much away from ethics. When the advertisement people hold onto the eloquent price of the product and prefer to get all the services. Then everything falls at the place and it help in creating public interest. Like a bee that gets attracted to flower but there are some carnivorous flowers that eat up the bee. That is what paid journalism looks like and, in a bulk, there is a great diversified world where everything of the business the business aims to show more and give less. The real idea of the coverage is to attract and then feast over them. While these media houses are busy in doing this, we can understand that even though there is a great market to win over and a great new to push away the products. Seems more and more content over the span of time. Like taking the example of political parties, corporates and individuals pay high sum just to turn the news to favour their way.

But taking into account that the world with all the possibilities cares to address these possibilities too. It helps to improve candidates' image so that he or she could gather all the votes. Though it goes against the code of conducts of the journalist but still it holds the entire place to mislead public and get capital gains. "When a baseball game is to be reported our city editors put an expert on the assignment. When a theological lecture or sermon or book or article is to be noticed they send anybody who happens to be handy. And if he (or she) fails to bring in something "newsy," they turn it over to men who know what "news" is and to headline writers who know what ink can do. Nobody then bothers with facts.

Similarly, there is another element named yellow journalism. It seems to stay noticed when things are yellow due to that noticing property; we can say that the yellow journalism takes ample recognition to get recognized and become star to all but only skill that attracts viewers is that skill of orating. Concentrate on the top-notch attraction and give all the way to the focus on sensational news named scandal, fear, emotion, affairs, and personal affairs with great presentation skills. The skill seems like this and it works like the throwing prey and attracting the animals. They are the group who prioritize money and TRP over ethics and humanity. This happens to be the scenario of almost all corporate news houses. Unrealistic approach happens to take the stage and give all the fakeness to the viewers. This kind of reporting creates

a kind of wrong idea and few innocent people take it as truth and believe them and they tend to be the reason of fear and blind beliefs. But without any evidence and solid lead they prefer to mislead viewers and boost sales and web traffic. This popularity happens to rule the system. Taking into account we can understand the real utilization of paid news and yellow journalism.

Professionalism and public interest:

Time now world is moving in fast pace and we are even growing with the world. Living towards all the expectation and expecting all the happenings to work our way is a very difficult task to take and live with it. We can't go casually to something and get it with all the natural decorum. But with professionalism we can achieve anything that may be respect or credit. News agency or media houses are packed with journalists or concerned person but when it comes to integrity, accountability, and objectivity only few can qualify those standard and people trust them and their words. Expected things are served by them and that makes them free from oppression and they report facts without any false fabrication. They set themselves free and avoid conflicts profit and free themselves from the ill influence of political and corporate group. As we understand that there is concept of public interest and professionalism of high morality and high-quality standard. That are the behaviour pattern one should follow. Constant acquiring of knowledge, taking ethical decision tends to hold high importance. There are certain aspects of professionalism and that passes through many layers.

Accuracy and re-examination are said to be one of the few qualities that helps the growth of professionalism and enhances the credibility of media house. When news is verified before getting published one can understand that the news is correctly packed and delivered. Looking at the outcome consumer can definitely be aware of fairness and impartiality. Balanced coverage of any news gets people's attention and lets them to debate and rethink every aspect. Ensures that multiple sides of an issue are fairly represented and transparency is maintained without hampering any journalist independence. Accountable journalist shares their method and even talk of their mistakes they made. That makes people trust them and even though they work with prudence and independence that avoids conflicts and pressure from power ballads those who run the system. Accountability happens to be the magic seed which teaches if the media person takes the responsibility of their news and even though they stand wrong somewhere willing to correct their mistakes and constructively taking the blame to deliver properly next time can be called as professionalism.

There is another factor of institutional professionalism plays a very vital role to maintain the journalists

to follow their truthfulness. There is a need of organization support. When the internal mechanism is filled with values and ethics then only external coating could perform their duty right fully and professionally. Regular ethical training, clear understanding of ethics and way to work on editorial decisions and that raises the standard.

Another aspect to focus is public interest. News happens to be the part and parcel of the society. Real question arises that is public well informed about the democracy, about all the things happening around them. Making and standing by their community in times of need and promoting its wellbeing. But there are certain other factors that promote the public interest. Awareness about democracy is the one of the factors that goes with the public interest. Contemporary law and government decisions and issues that affect the public in many ways and help them to shape their decisions. Secondly, we come across the social responsibility to keep away from paid journalism and yellow journalism which may create sense of wrong faith and shattered belief system. That kind of journalism must be avoided and establishment of social responsibility should prevail. Guarding against harm of the media to protect the integrity and ethics of the journalism. There are many things that can harm the individual or the communities. There is often the requirement for balancing the public requirement and rights with respect to the individuality and self-respect. Once when the public interest partakes the individual, limelight is taken and then under presented voices gets heard and their problem gets raised so that it comes to notice of public and systems of government. Lastly the media should remain accountable and faithful to professional standard but also to the public.

or medicine — is said to be a particular kind of occupation that satisfies a number of criteria.

Coming to professionalism along with public interest they happen to be quite connected doctrines as the journalist who maintain the professional standards and are true to their profession ensure the outcome to be true and verified when they talk of public interest its only public interest which keeps everything real and reliable. Accountable moves and accounted work strike the reputation at perfect center like a dart hits the target. But the real tension arises when ethical decisions are made. The real game arises when one comes between the work ethics and humanitarian ethics, the clash happens to choose between right and righteousness at one time. There must be a priority to serve the hedonistic principle where there lies the maximum happiness and most of the time community wins over the personal truth. That not only helps to grow the public trust and this trust act as a power to get a healthy growth of media house and there lies the growth of nation too.

There is a fine account of professionalism and to understand that we must understand that there

are challenges for it too. If we look into present day society, we can find that the ideas of professionalism and hedonism are well aligned. But that all the aligned principle fails a lot more time than setting and sitting at proper place. There are different kind of problem which stands as residue. When we want to understand economy, we first have to understand that everything in this world stands out to be a corporation or agency and to run it needs a finance to sustain itself and its workers, journalists, etc. but taking the ethics to core we can understand that sustenance become real pressure, so speed and sensationalism took over a toll on careful reporting. Turning everything into business has been always sole cause even there has been a overload of information and it becomes highly difficult to pick out abundant information. Life and death, making and breaking of political and corporate influence and putting independence at risk has been a tough job and we can also see that there has been rise of citizen journalism and social media. They stand out to be the mongers who cannot compete but are in enough number to spread misinformation and rumors, technically we have been the knife that stabs ourselves. Though this can turn out to be the voice of the society but there are barely any traces which could understand and assist the media and try to evolve it and make it well source of communication and affect the ideal state with which society could flourish and grow. Serving as a watch dog and growth with ethics are two different things.

Whistle blowing:

Revealing own feet by media professionals to expose and report any unethical work, illegal trades, and any harmful activity within the own organization or against the media industry at large. Whistle blowing can be considered as a moral duty as a whole because staying silent would indicate that injustice got the license to continue doing that. But it has a bigger role to play, it serves as a self-awareness mechanism with media reporting. There is an assigned role for the self. Before collecting the news of outdoor and presenting it to the society and trying to make everyone aware. But when the real threat happens to be present in the own company then would anyone cover it and put the spotlight on it.

Making these as major areas to look after we can understand that whistle blowing is engraved in several rule book that shows journalists their way. Whistle blowing has been an act of responsibility. It has a quite resemblance with an irony. When whistle is blown then the wrong doers get alert and stop doing crime. This method helps in correcting the mess. Journalist stands accountable, if any unethical practice happens and it turns out to be an alarm for the wrong doers. But there is risk of professional and personal consequences.

Conclusion:

There are many other things in different part of the world like they have made agencies which could serve as a comfort verifier. It protects the whistle blowers from getting problems, keeps their identity safe and also provides legal help. But real question is why someone would become that underrated whistleblower. There comes another dilemma of loyalty and truth. Which one to follow. But there is a positive point too. It acts as way of bringing back the lost trust. Checks over the media corruption and bias. It enforces credibility to journalists. But because it is a courageous part and picks up the core value of journalism. But ethical media company are missing but this remains as a hidden method to serve the ethical stand.

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