

Role of Media in National Integration in India

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Abstract

Media exposed the true face of British imperialism and colonialism, and helped in creating awareness and consequent unity among Indians to fight the British. After independence, the Indian media developed rapidly, including the radio, and then the television. Any occurrence in any corner of the country immediately spreads all over through the media. The spreading of news is not just the conveyance of information, but it also acts as a catalyst in creating identification with the nation, its people, culture, and thoughts. In earlier days, not everyone was able to know what exactly happened and the whole picture used to become clear after a much delay but with the wide reach of media via Television and Internet, everyone gets the news instantly and easily evaluates the situation by various means. In this paper discuss here are some aspects of life which have a develop The National integration in India by direct media.

Introduction

Pandits of history states that North and South India were two separate entities and all those rulers who tried to conquer and command South India along with North India were doomed. They put forward the examples of Muhammed Bin Tuglaq and Aurangzeb to substantiate their argument. While this thinking was negated by the examples of emperor Ashoka and the English, the point that emerged from the arguments of History pundits was that of geographical difficulty, in keeping North and south India united, given the state of development of communications in medieval times. The growth of Communications and education under the British, in the 19th century, helped bringing the people of India together. The struggle for independence generated a spirit of unity and nationalism amongst the people and a large contribution to this came from the media i.e. the newspapers. They exposed the true face of British imperialism and consequent unity among Indians to fight the English. India is a land of various races; various religious and various languages. Still then, the Indians developed into one nation by the influence of common territory, common history and common fight for freedom against the foreign rule.

After independence the Indian media, developed rapidly, including the radio and now the television. Any occurrence in any corner of the country immediately spreads all over India through the media. The spreading of news is not just the conveyance of information; it acts as a catalyst in creating identification with nation, its people, its culture and the mainstream of its thought. Newspaper, radio, television and film reach all the people all over India. How the media the fourth pillar of democracy plays a significant role in various spheres of life of country? There are many forces that come in the way of our national integration. Often people have very strong feelings about their own religion and language and oppose those of others. Such feelings lead to clashes between different sects. Such occurrences damage our unity and prove to be a hindrance to our progress. What is this hinderance or more simply what does National Integration mean? To elucidate it means to combine and to bring together all the people of a country. It is a sentiment that binds together all the people in one common bond, no matter what their race, caste, sub-caste, region or religion is. Actually it is a strong cementing force by virtue of which all types of people live

together peacefully and can identify themselves as part of a single whole. Other forces like the communication system and the mass media help in the exposure to all the cultures of different regions of India. Thus, bringing the whole country together as one nation. To explain the role of the media in the context of India about national integration communal harmony we need to briefly go through two aspects of this namely media and national integration separately and then correlating one another.

Press History in India

The printing press arrived in India at Goa by default. It was on its way from Africa, and since missionaries carrying the equipment fell sick the printing press stayed on in Goa. The launch of James Augustus Hickey's Bengal Gazette on 29 January 1780 is considered the founding date of newspapers in India. After the first newspaper was published, many other journals – all British owned – were produced, many of them with official patronage. Some had missionary orientation and were addressed to Indians, thus included publication in Indian languages. Among the missionaries who initiated newspaper publishing, Serampore journals are significant. 'Dig Darshan', a monthly Bengali magazine for youth, 'Samachar Darpan', a weekly Bengali, and 'Friend of India', a monthly in English, have been noted. The missionary character of these magazines is said to have prompted a response and to 'assert national self-respect', a few newspapers were published, a move initiated by Raja Ram Mohunroy. The launch of three journals around 1821, 'Sambad Kaumudi' (Bengali), 'Mirat-Ul-Akbar' (Persian) and 'Brahmunical Magazine' (English) and the context in which they were launched, have earned him the credit of being the 'Father of Indian Press'. The publications endeavored to counter the tirades of the missionaries and to educate the population about social reforms. There is a consensus that Raja Ram Mohunroy's publications marked the beginning of Indian Journalism. According to Rev. J Long cited in Natarajan, the 'Kaumudi' saw the abolition of Sati by Lord Bentik. The first newspaper, however, 'Bengal Hurukaru' which was started in 1836, under the editorship of James Sutherland, is considered as India's first daily newspaper.

The same things are thus seen and read all over India and this helps in the growth of similar mentality and thought this can broadly be termed as the growth of consciousness of belonging to one nation. This is the growth of nationalism. Nationalism in itself contains the seed of unity and national integration. The same values that get conveyed through media; or indirectly, help sustain nationalism and thus nationalism integration

What is Media

Media is the link between the people of a country to propagate the information from one end of the country to the other either by electronic means or by the means of print, i.e. is either by Radio, Television, and Internet or by News Papers. It can be categorized mainly in two forms, viz. Traditional Media and New Media. New media is a terminology which emerged in the late 20th century to indicate the amalgamation of traditional media such as film, images, music, spoken and written word, with the interactive power of computer and communications technology, most importantly the Internet. What distinguishes new media from traditional media is not the digitizing of media content into bits, but the dynamic life of the "new media" content and its interactive relationship with the media consumer in real time. Another important promise of New Media is the "democratization" of the creation, publishing, distribution and consumption of media content.

Media is the most powerful tool of communication. It helps promoting the right things on right time. It gives a real exposure to the mass audience about what is right or wrong. Even though media is linked with blaming fake news every time on terrorist attacks by saying directly Muslim fundamentalist hand in attack without properly investigating but on the safe side, it helps a lot to inform us about the realities as well.

What is National Integration?

National Integration for binding the people in sentiment of oneness i.e. in the bond of nationalism or what we call National Integration, it is necessary to all to eliminate and evaporate the feeling of regionalism, communalism, Linguism etc.etc. among themselves. Now days in a society Media plays a very important role. Without Media, people in societies would be isolated, not only from the rest of world but from the Government, Law and Orders, neighboring National Integration remains a crucial issue in India notwithstanding the fact that we boast of a civilization, which is nearly 5,000 years old. Truly, some of these diverse factors may be inherent in the history geography and culture of our country, but there are also forces that accentuate these factors. Religious fundamentalism is one such force while linguistics diversities constitute another. There are people in this country who hold an exclusive view of religion which drives them into sectarian frenzy that does not admit tolerance of other. Despite a shared culture of so many years, linguistics diversities and communalism have often generated tensions and conflicts among different communities threatening the fabric of national unity. The same holds good for regionalism exacerbated no doubt by inequitable development amongst different region of this country. All the above forces and factors do pose a challenge to India's unity and integrity and therefore conscious efforts will have to be made by media to preserve same.

Challenges in National Integration

National Integration remains a crucial issue in India notwithstanding the fact that we boast of a civilization, which is nearly 5,000 years old. True, some of these diverse factors may be inherent in the history geography and culture of our country, but there are also forces that accentuate these factors. Religious fundamentalism is one such force while linguistics diversities constitute another. There are people in this country who hold an exclusive view of religion which drives them into sectarian frenzy that does not admit tolerance of other. Despite a shared culture of so many years, linguistics diversities have often generated tensions and conflicts among different communities threatening the fabric of national unity. The same holds good for regionalism exacerbated no doubt by inequitable development amongst different region of this country. All the above forces and factors do pose a challenge to India's unity and integrity and therefore conscious efforts will have to be made by all concerned to preserve the same.

Growth of Nationalism by Media

Newspapers, radio, television and movies reach all the people in India. The same things are thus seen and read all over the country, and this helps in the growth of similar mentality and thoughts. This can also be seen as the growth of consciousness of belonging to one nation. This is the growth of Nationalism. Now, people all over the country have easy access to information and latest news; they also have various platforms to share their views and learn more about the subject. It helps by bringing the people together and spread information instantly all over the country.

Nationalism in itself contains the seed of unity and the national integration. The same values that get conveyed through media, directly or indirectly, help sustain nationalism and thus, **national integration**.

Role of Media in Enhancing National Integration

Talking about the 'Role of Media in National Integration' claiming the depth of the subject of media's role in integrating this nation – India, We need to know what Nation is and why it is important. We also need to understand why 'Internationalism' one that is being propounded by the Capitalists, Communists and Wahhabi Islamists hasn't hold good for the past, present and the future.

In the current context many people in our country hold the view that any venture that we undertake should be based on a grand world-thought capable of rendering good to the whole of humanity eschewing all narrow limitations of the country, community and religion. In support of this view, some proclaim that in this age of missiles, rockets and internet distance has vanished, boundaries of countries have become meaningless and the whole world has shrunk. They, therefore, feel that the very concept of country nation, etc., has become outdated, that the spirit of world unity alone should inspire all our activities. They conclude that the modern 'isms' which have taken up 'internationalism' as their watchword can alone lead us to that cherished goal.

At the very outset, let it be made clear that it is not the modern thinkers who are the first in the field to think in terms of world unity and universal welfare. Long, long ago, in fact, long before so-called modern age had set in, the seers and savants of this land had delved deep into this vital question. The ideal of human unity, of a world free from all traces of conflict and misery, has stirred our hearts since times immemorial. Our one constant prayer all thought the ages has been:

Media has a constructive role to play for the society. Today News Channels and even some Newspapers are mouthpiece of some social issues, which helps us to estimate the realities of lives. It is the fact that in most of the eras, media were not being given free and fair chances to explore the issues of society more openly than it is being given now; but we can't deny this fact that the issues were always raised in order to provide justice to the people. The role of media in education and health sector is far more important Learning, nowadays, is not limited anymore in terms of space, time, and medium as the use of media, especially internet, has contributed a lot towards education than its role in the election campaigns. It's the job of the media to show the true picture of the society. The growth of communications and education under the British, in the 19th century, helped bringing the people of India together. The struggle for independence generated a spirit of unity and nationalism amongst the people and a large contribution to this came from the media, i.e. the **newspapers**. Media exposed the true face of British imperialism and colonialism, and helped in creating awareness and consequent unity among Indians to fight the British. After independence, the Indian media developed rapidly, including the radio, and then the television. Any occurrence in any corner of the country immediately spreads all over through the media. The spreading of news is not just the conveyance of information, but it also acts as a catalyst in creating identification with the nation, its people, culture, and thoughts. In earlier days, not everyone was able to know what exactly happened and the whole picture used to become clear after a much delay but with the wide reach of media via Television and Internet, everyone gets the news instantly and easily evaluates the situation by various means. It is unfortunate the most

of the press is biased. They are projecting what they want instead of projecting the reality. Access to people demands a very responsible behavior. Their role should be to spread love instead of cultivating hatred, which is of no use. They have to play crucial role in educating the people and to provide them clear picture of what's going on in the world because ignorance is a major problem. They should not over proportionate. Factual reporting is the essence of journalism and if the press starts reporting facts there would be a lot of betterment in the society. These are the major drawback that has to be tackled for the media to be active participants in the National Integration process. Should we fail we might just see that same India which exist when the British East India Company step in this land.

Conclusion

Journalists, as well as Media should be committed and self dependable. They should express social responsibilities that would invariably sustain the growth of micro ethno system in the nation, aid the political terrain, and eliminate friction in human relationships and other sectors of the country. As the watch dog of society, they are responsible to the people and can also help in the elimination of social vices confronting humanity and National Integrity.

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