



The Role of Media in Indian Democracy: A Study of Combined Andhra Pradesh (INDIA)

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ABSTRACT

Democracy is commonly known as everyone has share in Government. Democracy implies freedom in every section of society. Practical essentials of a successful democracy are generally agreed to be: a strong civil society, an active and free press. so, we can say that media also part and partial of society. According to Thomas Jefferson "If it were left on me to decide whether we should have a government without newspapers or newspapers without a government, I should not hesitate a movement to prefer the later."

1. Introduction

The press performs some socially purposeful role. It is inherent in human nature to have desire to communicate, to exchange ideas, to learn about changes in the environment and finally to seek the truth. it has also changed everyday activities and connected people in a manner never before possible. Media which strengthens the democratic norms and values and also accelerates the pace of development. The press enlightens the public by reporting and interpreting what is happening in the world around them. The press can be most important educative factor. The press educates two ways mainly, by giving the news and making clear the background to the news and by comment. . Print media i.e., press and newspapers have been referred to as Peoples University because they perform the role of public informer, educate and custodian of public interest. Media keeps the peoples awakened and there is no denying the fact that it has become one of the major instruments of social change the main role of mass media is to act as bridge between the people and the government. Media keeps the peoples awakened and there is no denying the fact that it has become one of the major instruments of social change So, in that sense, media can be considered as the fourth institution in a democracy. Democracy requires the active participation of citizens and the media keep citizens engaged in the business of governance by informing, educating and mobilising the public. Democracy cannot be successful without free press. Free press is very essential, as it is the voice of the people but media shall not fall as a victim to some monetary or any other temptations, and shall keep on honestly serving the people the people. Media is playing a vital role in shaping human minds

Now Media is not its role. Media is in favour of **elite** groups. Now presently those who are coming are just taking journalism as a profession not as a social mission. But another problem is that serious candidates are not coming in this field which is a major concern. In past wrong was treated as wrong and right was treated as right. But due to pressure on media sometimes don't try to focus or cover the wrong. Freedom of press is not an end in itself but means to the end of a free society. By addressing itself to needs of the people, it can strengthen the very root of democracy.

But in present scenario modern political parties have utilized the press to enhance their political strategies and gain public support. Today, prominent Indian politicians and corporate entities are making increasingly

underhanded investments in news media, and the press is failing to serve as a potent, unbiased tool to inform public perception.

India's biggest TV network, CNN-IBN is directly controlled by world's richest Mukesh Ambani and News 24 is owned by Anuradha Prasad, the wife of opposition Congress Party leader Rajeev Shukla is another example. The Eenadu news paper and group of regional language channels owner, Ramoji rao is a shrewd business tycoon who is mastermind and in fact he was a major force who helped NTR come to Chief Minister Throne. It was his news and media works which went deep into all telugu people in early 1980'. Indeed this is a fact especially in politics – regional media is way more powerful than mainstream media in priming and framing of issues and shaping public opinion. The variety of languages is the main reason that gives regional media its weight. Besides 23 official languages, India is home to 122 major languages, spoken by more than 10,000 people. Eenadu was launched from Visakhapatnam on 10th August 1974 by Ramoji Rao, Eenadu began with a print order of 4,000 copies, but by the time it was admitted into the Audit Bureau of Circulations in 1976, its circulation had already reached a readership of 48,000 by 1978 Eenadu news paper popularised with the campaign of TDP (Telugu Desam Party). . On January 7, 1983, the newspaper printed a staggering 5,40,000 copies giving the news of N.T. Rama Rao's victory.

Mr. Ramoji Rao, backed the opposition parties for a long time but they were in no position to match him to create the alternative Government. After that he had several discussions with NTR stretching over a month after he launched Telugu Desam. Mr. Ramoji Rao was convinced that NTR was serious about political entry. Then Mr. Romoji Rao started backing him since then. A photographer and reporter from the paper accompanied NTR on his marathon campaign trails and dutifully reported every word he uttered with huge and flattering photographs. It was through *Eenadu* that the Telugus came to know all about how NTR was travelling, roughing it in a refurbished 1938 Chevrolet van, making speeches and galvanising the people with his oratorical skills. It was through this paper that people came to know that NTR slept in his van, shaved and bathed in the open by the road-side and ate with Harijans and danced with tribal women and offered words of comfort to old people and so on.

Leftist intellectuals like Gajjela Malla Reddy and poets like Kondaveeti Venkata Kavi wrote stirring poems, reminding the readers of the glorious past of the Telugus as well as the misdeeds of the Congress(I) in the state. Written in crisp Telugu with catchy headlines and big photographs, it soon captured the imagination of Telugu readers. With an impressive circulation of 3.5 lakh and a readership of 35 lakh people, it created a remarkable impression of NTR on its readers' minds.

In the December 1989 assembly elections however, he was voted out of power due to a wave of anti-incumbency sweeping the state as a result of which the Congress returned to power.

NTR returned to power for a third and final time in the December 1994 state assembly elections with his party in alliance with the Left Front. This alliance won 269 seats in the 294 seat Assembly, with the TDP alone winning 226. This time Eenadu news paper highlighted the Anti -Arrack agitation, by the end of November, 1992 the agitation speeded many parts of the state. Voluntary Organisations and the press supported the agitation, particularly Eenadu allotted everyday one of its page to write about evil incidents took place and how the people and society is suffer due to the liquor consumption by the people. In the elections of 1994, N. T. Rama Rao's Telugu Desam Party ran advocating prohibition in response to a women's movement Finally this prohibition is main agenda in that 1994, and to returned to power.

. Before election of 2014 this paper gave importance to RTI act, and every week a special article printed in this Eenadu paper. The successful candidates experience with this act explained. .A Right to Information (RTI) regime can enable credible, evidence based and factual reporting on key issues of public interest. It can enable the media to expose mal-administration, corruption and inefficiency and to propagate stories and instances relating to accountability, transparency, effective administration and good governance. By using the Right to Information Act, the media can play an important role in highlighting the issues But in 2014 elections, this is not the only the reason to win, but it is one of the reason why the Congress got only 11.5% votes in 2014 election. In this way Eenadu news paper supported the TDP to coming into power in different elections. In this technique Eeanadu news paper set the way to establish for an alternative party system in Andhra Pradesh.

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