



# Social Responsibilities of Media in Rural Societies in Andhra Pradesh

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## ABSTRACT

Social media networks draw on our human need to socialize, as underscored by Facebook's amazing growth numbers. Individuals and businesses use social media to expand their reach and networks, often without considering the longer-term consequences of their actions. At its core, social media is about the interactions of real people.

## 1. Introduction

Hannah Mary Couch,

With one particular company undergoing one of the worst social media crises of the last few years within the past two weeks, it's definitely safe to say that there are so many social media managers for various companies that need to read, understand, and, most importantly, act on this advice!

Today media become a part of everyone's life. Media plays a major role in today's society, now media become a food to strengthen or weaken society. The purpose of a media is to give information about current **news, gossips, Fashion**, and the latest gadgets in the marketplace of the people. The role of a media has to be one way trading and marketing of products, and prejudices. It gives geographical knowledge how people divided. The media claimed to be governed by righteousness and equity for the common man to the rich man.

Society is influenced by media in so many ways. It is the media for the masses that helps them to get information about a lot of things and also form opinions and make a judgment regarding various issues. It is the media, which keep people updated and informed about what is happening around them and the world that everyone draws something from it.

## 2. Media is considered as "mirror" of the modern society, infect, it is the media which shapes our lives.

It is through the newspaper, books, and magazines in this they give information about music, movies, and current affairs once a day. But this becomes a drug to this generation because Social media is changing the way we communicate and the way we are perceived, both positively and negatively. Every time you post a photo, or update your status, you are contributing to your own digital footprint and personal brand.

## 3. Impact of Society

In media world it had a positive and negative sides because as it had an influence over generations from ages, some fake news make a special impact over the society to make crimes and make people react fast to the issue without thinking once, in this social media like **Facebook, twitter, WhatsApp** plays a major role recently in India one fake news made village people kill one innocent person and injured friends of that person. Fake news is a big thing in the field of Social Media Journalism. Fake news can be as simple has spread misinformation. or as dangerous as smearing hateful propoganda

Code of Ethics provides the foundation for mass media practices for every society. Several countries have recognized mass media as a professor and have drafted country specific code of Ethics. Mass media values

enshrined in various codes of Ethics found in most countries seem to have similarities. This is primarily because the profession grew out of humanitarian and democratic ideas and is based on equality. News papers the most popular agency of the formation of public opinion is the news agency of the medium of the news paper the Government and the leaders transmit their views to the general public. The news papers can both guide public opinion as well as mislead it.

#### 4. Objectives

- To provide guidance to mass media to effectively practice the profession.
- To set standards for the practice of the profession in India.
- To protect the people from incomplete and untrained practioners.
- To facilitate media to set dignified behavior standards for themselves in the practice of the profession.
- To promote and facilitate the practice of media profession.

#### 5. Code of Ethics

Codes of Ethics and documents that aim to identify the brand values, principles and standards of ethical conduct on which a particular profession is based. Competence is considered as one of the core values of media profession by various media associations, practitioners and academicians across the globe.

The value of human relationship is of central importance to media practice as it is of central importance of humanity. The values of relationship is founded on the media that human relationship. Human Rights refer to the basic rights and freedoms to which all humans are entitled are socially sanctioned entitlements to the goods are service that are necessary to develop human potential and well-being. Integrity refers to the importance of honesty reliability and responsibility. Media demonstrate integrity with being open and honest by following their professional obligation and by being accountable for their social actions.

The values of responsibility and commitment expect the media and the practioner to keep appointments, promises complete the tasks and assignments within the time frame, strengthen the knowledge base of the profession through research and motivating. A professional with responsibility and commitment would ensure that all the tasks of the media an done with integrity.

#### 6. Media Responsibility

- Ethical responsibilities to people
- Ethical responsibility to communities
- Ethical responsibility to politician
- Ethical responsibility to political parties
- Ethical responsibility to modern awareness programmes.

Professional ethics based on values, principles and ethical standards are at the core mass media education and practice. The code prescribes these values, principles and standards to facilitate all media and institution. As change agents, social media must challenge injustice in the society particularly in regard to vulnerable, disadvantaged oppressed, exploited and the poorest of the poor. Media must imbibe and inculcate the value of **patriotism**. Media must ensure that the people, social workers and politicians. Media must project, enhance and improve the values, ethics, knowledge and mission of the profession keeping in view the welfare of the people and development of the nation.

#### 7. Ethical Principles

- Media undoubtedly believe the fact that all human rights are derived from the dignity and worth inherent in the human person and therefore make every effort to ensure that interventions are made with non-judgements attitude.
- Media must treat each person, individual, in group, family and people within the community.
- Media believe that every one has equal worth and dignity as human beings and an able to feel.
- Media believe that community relationship is much greater than a friendly.
- Media understand inculcate the value of importance of Human relationship.
- Media workers must practice with in their areas of competence with responsibility and commitment to the helping profession and people.
- Media must continue to gain competence by being open to new knowledge and skills from research findings.

- Media must do adequate preparation and homework prior to social service interventions.
- Media must focus on growth and development of self, profession and social system.
- Media should strengthen knowledge base of society.
- Media have to be passionate, positive and enthusiastic while dealing with problems.
- Media must contribute to the development and improvement media profession.
- Media must publish their experience and recordings; media must promote cultural competent practice.

### 8. Media of Propaganda

Of the various media of propaganda, the platform is the most direct. Besides this, the **press, radio cinemas** and **literature** etc., are the indirect media of propaganda. Among the direct media propaganda can be included processions, meeting slogans, shouting etc. As a general rule, the direct media of propaganda are more successful than the indirect media. But on the other hand indirect media have the added benefit that their propaganda can comprehend a greater number of people which is not the case with this means of direct propaganda for awareness of the weaker sections.

The most popular agency of the formation of opinion is the newspaper. Through the medium of the newspaper the Government and Non-Government the leaders transmit their views to the general public. In order that the opportunity supplied by the papers should be fully utilized it is necessary for the published new to be valid and true.

The different newspapers consider the same problem from different points of views. The newspapers can both guide public opinion as well as mislead it. Hence, imparted newspapers ought to be encouraged and the newspapers.

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