



DR. Manish Kumar

The Role of media in the change of society: A sociological perspective

Deptt. of Sociology, MA Patna University, Patna, Ph.D Magadh University, Bodh Gaya (Bihar) India

Received-07.05.2025

Revised-15.05.2025

Accepted-22.05.2025

E-mail : manishshalini2024@rediffmail.com

Abstract: *Media plays a pivotal role to change the society. It occupies the social brain. Society has to go through the change further it goes fast through media also. Social change gets fast reaction by the pressure of media. So, the role of media is highly affective towards the society.*

"A mirror of society and a powerful storyteller that shapes how we see the world, ourselves, and each other."

From this perspective: Media is not just a tool, but an active influence in how we feel, think, and react to the world around us.

It shapes perception, builds or breaks trust, creates trends, and even alters values.

Media can feel like a friend, a critic, or sometimes even a manipulator, depending on how it presents information.

"Media tells me what to care about."

"It entertains me, informs me, and sometimes overwhelms me."

"It reflects the society we live in- but also distorts it."

"Through media, I connect with stories, cultures, and people I may never meet."

Importance of Media (Elaborative View)- *Media plays a vital role in modern society. It is not just a source of information, but a powerful platform that shapes culture, opinion, behavior, and even policy. In today's interconnected world, media serves as the backbone of democracy, a voice for the people, and a bridge between governments and citizens.*

Key words: Role of media, change of society, sociological perspective, pivotal role, social brain

Information and Awareness- Media is the primary channel through which people receive news about local, national, and global events. Whether it's natural disasters, elections, pandemics, or scientific breakthroughs, the media keeps the public informed. This awareness helps people make educated decisions in their daily lives.

Education and Learning- Media also plays an educational role. Educational programs on TV, documentaries, podcasts, online platforms, and digital courses make learning accessible to everyone. It helps spread knowledge, raise awareness on social issues, and inspire innovation and creativity.

Entertainment- Media provides entertainment through movies, music, shows, social media, and online games. Entertainment is important for mental relaxation and creativity. It also reflects the cultural and artistic expression of society.

Public Opinion and Social Influence- Media shapes public opinion. News outlets, influencers, films, and even memes influence how people think about issues like politics, health, gender, and the environment. It has the power to promote social change by highlighting injustice or inspiring movements.

Democracy and Accountability- In a democracy, media is considered the fourth pillar, alongside the executive, legislature, and judiciary. It holds public officials accountable, questions policies, and gives voice to the public. Investigative journalism exposes corruption and ensures transparency.

Social Connection and Community Building- Social media platforms like Facebook, X (Twitter), Instagram, and YouTube connect people from different parts of the world. It builds communities, encourages collaboration, and allows people to share their stories and opinions freely.

Economic Growth and Advertising- Media is also crucial for businesses. Through advertising, brands reach customers. It promotes trade, entrepreneurship, and economic awareness. It helps consumers make informed choices.

Media is not just a technological tool—it is a cultural force, a watchdog, an educator, and a connective thread in society. Used responsibly, it can build a more informed, empathetic, and empowered world. However, media should be used ethically and critically to avoid misinformation and manipulation.

Impact of Media in Social Change- Media has a powerful influence on bringing about social change by shaping opinions, raising awareness, and inspiring action. It acts as a catalyst that brings social issues into the public eye and encourages people to reflect, react, and reform.

1. Awareness and Education: Media spreads awareness about critical social issues such as:

- Gender inequality

- Child labor
- Climate change
- Domestic violence
- Caste and racial discrimination

By showcasing real stories and statistics, media educates the public and breaks the silence around taboo subjects.

2. Shaping Public Opinion: News channels, documentaries, films, and social media influence how people perceive problems in society. Media helps shift societal attitudes, such as:

- Promoting gender equality
- Accepting mental health discussions
- Reducing stigma around diseases like HIV/AIDS

3. Empowerment of Marginalized Voices: Media gives a platform to voices that were previously unheard—such as women, LGBTQ+ individuals, and marginalized communities. Through interviews, blogs, vlogs, and social campaigns, their struggles and demands gain visibility.

4. Mobilization and Movements:

- Social media, in particular, plays a key role in mobilizing people for change:
- #MeToo movement: Empowered women globally to speak up about harassment
- Black Lives Matter: Spread awareness about racial injustice

Environmental activism: Youth-led campaigns like those by Greta Thunberg gained worldwide support through media

Changing Social Norms and Culture- Media content (films, web series, advertisements) challenges outdated customs, superstitions, and rigid traditions. It promotes modern thinking, progressive ideas, and global culture.

Holding Authorities Accountable: Investigative journalism has exposed corruption, injustice, and human rights violations. This pressures authorities to take corrective action and ensures greater transparency.

Media is a transformative force in society. It does more than just inform—it inspires, activates, and changes mindsets. When used responsibly, media can unite people and pave the way for a more just, inclusive, and progressive society

Here is an elaborative view on the Role of Media in Social Change:

Role of Media in Social Change - Media plays a crucial and dynamic role in bringing about social change. It acts as a bridge between people and power, a mirror reflecting social realities, and a tool that empowers and transforms societies. In the modern world, where information flows rapidly, media has the unique ability to influence minds, mobilize people, and spark movements that lead to real chapters. Creating Awareness of Social Issues

1. One of the most important roles of media is to raise awareness about the pressing issues in society—poverty, gender inequality, environmental degradation, human rights violations, and more. News reports, documentaries, talk shows, and social media campaigns shine a light on problems that might otherwise remain hidden.

2. Media serves as a platform for education beyond classrooms. It provides the public with knowledge about laws, rights, health, and social welfare. By educating people, media helps them make informed choices and empowers them to question injustice.

3. Media influences how people think, feel, and perceive different communities, cultures, and traditions. Through films, TV shows, and digital content, media challenges stereotypes and promotes inclusivity, tolerance, and equality.

4. **Giving Voice to the Marginalized-** For those who have been historically silenced—such as women, tribal communities, lower castes, and the poor—media provides a platform to speak up. Social media especially allows individuals to share their stories and raise their voices without needing mainstream media.

5. **Inspiring Action and Mobilizing Movements-** Media has the power to mobilize people for collective action. Social media movements like #MeToo, #BlackLivesMatter, and environmental campaigns have started online and grown into global movements that forced political and social reforms.

6. **Acting as a Watchdog-** Media also acts as a watchdog of democracy. Investigative journalism uncovers corruption, social injustice, and misuse of power. This helps ensure accountability from governments, corporations, and other institutions.



7. Promoting Development and Positive Change- Media can highlight success stories, innovative solutions, and development efforts that inspire others to act. It can promote positive behavior—like cleanliness drives, organ donation, education for girls, and environmental conservation.

The role of media in social change is multifaceted and powerful. It not only informs and entertains but also educates, empowers, and transforms. Media can challenge outdated beliefs, bridge divides, and build a more just, informed, and progressive society. However, for media to be a true agent of change, it must remain free, fair, ethical, and responsible.

Here is an elaborative explanation on the topic "Media and Indian Society":

Media and Indian Society- Media is one of the most powerful pillars of Indian democracy and plays a significant role in shaping modern Indian society. From newspapers and television to social media and online platforms, the media acts as a mirror, a watchdog, and a messenger. It reflects the realities of Indian life, informs citizens, influences public opinion, and actively participates in India's social, political, and cultural development.

1. A Voice of the People: India is a diverse country with many languages, religions, castes, and cultures. Media serves as a common platform where voices from all parts of society can be heard. It represents the concerns of both rural and urban populations, bridging the communication gap between the government and the people.

Example: Local newspapers and regional news channels bring attention to village-level issues that may otherwise be ignored.

2. Guardian of Democracy: Media in India is often called the "Fourth Pillar of Democracy". It plays a critical role in maintaining transparency and accountability in governance. Through investigative journalism, interviews, debates, and news reporting, the media keeps a check on corruption, policy failures, and misuse of power.

Example: The media's role during elections helps educate voters about candidates, manifestos, and government performance.

3. Shaping Public Opinion and Social Awareness: Media influences how people think and react. Whether it is about social justice, gender equality, education, or environmental issues, media plays a vital role in building social awareness and changing mindsets.

Example: Campaigns like "Beti Bachao, Beti Padhao", "Swachh Bharat Abhiyan", and "Digital India" gained momentum largely due to media promotion.

4. Impact on Youth and Culture: Indian media- through films, television, and social media—has a massive influence on youth. It shapes aspirations, fashion trends, lifestyle choices, and even political opinions. While it introduces youth to modern global cultures, it also runs the risk of promoting materialism or misinformation if not balanced.

Example: Youth participation in social causes like climate strikes and online activism has increased due to digital media awareness.

5. Media as a Tool for Social Change: Media highlights injustice, inequality, and oppression in Indian society—be it caste discrimination, gender violence, or poverty. It plays a role in mobilizing public opinion and urging policymakers to take action.

Example: Media coverage of atrocities against Dalits, women, or marginalized groups has led to protests and legal reforms.

6. Rural Development and Education: Community radio, regional newspapers, and educational TV channels like DD National help spread literacy, health awareness, and development schemes in rural India. This helps in inclusive growth and strengthens the role of media as a tool of empowerment.

Example: Agricultural news and weather updates help farmers make better decisions.

Challenges and Concerns: Despite its many positives, Indian media faces several challenges:

- Sensationalism and fake news
- Corporate and political control
- Bias and misinformation
- Lack of representation of minorities and backward communities
- Such issues can mislead the public and harm the democratic structure of society.

The relationship between media and Indian society is deep, dynamic, and influential. Media is a powerful agent of change, a protector of democracy, and a mirror of the people's voice. To serve Indian



society effectively, media must remain responsible, ethical, and unbiased. When used wisely, media can lead India toward a more informed, empowered, and just future.

REFERENCE

1. Ahuja, Ram: Indian society.
2. Singh, Yogendra: Modernization of Indian tradition.
3. Bottomore, T.B: Sociology A guide to problem and literature.
4. India Today.
5. Outlook.
6. Kurukeshtra.
7. L.Berger and Thomas Luckmann: The social Construction of Reality.
8. M.N.Srinivas: Social Change in Modern India.
