



ROLE AND IMPACT OF MASS COMMUNICATION ON SOCIETY: A SOCIOLOGICAL APPROACH WITH RESPECT TO DEMONETISATION

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ABSTRACT

Mass Communication is the reflection of our society and it depicts what and how society works. Media, either it is print, electronic or the web, is the only medium which helps in making people informed. It also helps in entertaining the public, educate and make people aware of the current happenings. Today media has become the voice of our society. There is a variety of media platform that has stimulated the thoughts of the young generation and other sections of our society more eloquently. The research study aims in analyzing the role of media and its effectiveness at the time of demonetization. The main objectives of the research work are to study the role of media in awaring people about demonetization and its impact. The research will help in studying the nature of media in disseminating information on important issues and how people get informed about issues related to current events. A survey of 300 people was conducted in South City and Eldeco colony, Lucknow. The researchers prepared an interview schedule for the data collection keeping in mind the role and nature of media in creating awareness among people. The research study was conducted through convenient sampling. The research work focuses on the behavior and access pattern of media at the time of demonetisation

Keywords: Media, Sociological Approach, Demonetisation, Impact on society

1 INTRODUCTION

Media and society are closely related to each other. The extensive impact of media on society can easily be seen these days. Media reflects our society, how it works and what it constitutes. With the advancement in technological area, our society has also observed the expansion in the thoughts and ideas of people. The every single invention starting from the printing press to the latest smartphones our society has accepted it. Earlier people used to communicate things with the help of sketch and print forms but as time passes the medium became more advanced.

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1P a g e



Today people are just a click away from any and every information that is available on the internet. There are various forms of media that help to inform, educate and entertain our society. Media can be in print form that is through newspapers, books, magazines etc. Media includes an electronic form for spreading information which is one of the most used media of mass communication. With the help of radio and TV, listeners and viewers not only get updated but it also creates an understanding of current happenings. Radio being an audio medium helps in disseminating information to every nook and corner of our country. Radio has also played a vital role in creating a platform for imagination. The reach of this audio medium is not only limited to urban areas but it has covered a wide range even to the remote areas of our country. The people living in rural parts of the country are getting more benefits from the audio medium of mass communication. The programs on radio cater the interest of rural section which constitutes small scale industries, farming, forestry, fisheries etc which has helped the rural people in their day to day life matters. On the other hand, TV is the second most used medium in terms of reach. Visuals and audio when combined together helps in better understanding and provides up-to-date information. News from all parts of the country is investigated and presented through this medium of mass communication. Initially, Television in our country was introduced for education purpose. But later as time passes the objective of educating people turned into imparting information and entertaining masses. Today Television has become an important part of our daily life. It covers a vast section of programs like daily soaps, news, movies, reality shows, sports, weather forecast, religious programs, music etc.

Social media is becoming one of the most popular and most accessed media of communication these days. Social media has brought different people from the different geographical area on one platform on which they can share their feeling, ideas, emotions, information and much more. The Manifold social networking sites like Facebook, WhatsApp, Instagram, Twitter, LinkedIn, Google +, and others open the door to share ideas, views, and thoughts on the same platform. With the advancement of science and technology, the world has come close to each other. Today people don't have to wait for the dissemination process but the condition is such that every social media user has become a source of information on their own. The daily news and views to which the social media user comes across cover a wide range of topics. These topics or subjects are related to the happenings of our surrounding. People can like, show emotions through the list of emoticons or even comment accordingly. The social media act as an umbrella that constitutes a variety of interesting features that have our life very easier. Features of tagging friends, location sharing, photo and video uploads, message chatting, video calling, searching friends etc have made our life more engaging.

On 8th November 2016, The Government of India announced to discontinue the legal tender status of Rs 500 and Rs 1000 notes. The news of discontinuation of Rs 500 and Rs 1000



notes spread like wildfire in the whole nation (indianexpress.com). Electronic media at the time of demonetization played a crucial role in disseminating information related to the Note Ban issue. The reasons offered for demonetization are two-fold: one, to control counterfeit notes that could be contributing to terrorism, in other words, a national security concern and second, to undermine or eliminate the “black economy” (NIPFP).

Demonetisation in the Indian economy is having a negative impact on the different sectors of the economy. The majority of the negative effect are short run effects. All these effects are solved when the new currency notes are widely circulated in the economy. On the other hand, people are facing some problems in the exchange of currency notes. Even though people are facing such a problem people are ready to bear these problems for its positive effect on the economy. If government successfully clears all the problems, drawbacks associated with the demonetization, this demonetization will become the successful economic revolution in India and we can expect a better tomorrow with corruption free India (Kumar and Sharmila).

There were many regulations made by the government which was communicated through the various media available to us. The Information related to several amendments on the issue was frequently reported through different platforms of media. Panel discussions, chat shows, Interviews, Vox-pops etc were the mediums with the help of which the public was getting aware of the Note Ban issue. Electronic media was the first medium to trend the news of note ban among the citizen of India. People were getting updated every minute through this electronic medium of mass communication. Opinions of not only renowned leaders but the problem of common people were also highlighted on media very well. The news related to note ban was bombarded by different news channels in front of public. Different news channels had different views on Note Ban issue. Thus, they served the news as per their point of view.

The researchers have focussed on the behavior and access pattern of media at the time of demonetization. A survey of 300 people was conducted in South City and Eldeco colony, Lucknow. The researchers prepared an interview schedule for the data collection keeping in mind the role and nature of media in creating awareness among people. The research study was conducted through convenient sampling. The research work focuses on the study of the role of media in awaring people about demonetization and its impact.

REVIEW OF LITERATURE

Demonetization is the process of removing currency from general usage or circulation. In India’s case Government completely withdrawn the currency with the denomination of 1000. Along with 1000 currency notes, 500 rupee notes were also withdrawn from circulation. For the old 500 currency notes new 500 rupee notes will be issued and a new currency note of



2000 denomination has been introduced in the economy. New currency notes issued to the public through commercial banks and post offices across India by depositing the demonetised currency notes by the people (Kumar and Sharmila).

DEMONETIZATION IN INDIA

This is not for the first time Government Demonetising the currency. Earlier to this India has witnessed demonetisation twice. For the first time, demonetisation took place in pre-independence period. In January 1946, for the first time, demonetisation took place in India. During this demonetization currency notes of 1000 and 10000 rupees were withdrawn from the circulation and new currency notes of 1000, 5000 and 10000 denomination rupees were introduced in the year 1954. On 16th January 1978, Government of India Demonetised the currency notes of 1000, 500 and 10000 rupee notes as a means to counterfeit money and black money. The present demonetization is the third occurrence in Indian Economy and it is the second Demonetisation in the post-independence period (Kumar and Sharmila).

The extra fall in the Indian markets compared to others could be due to many factors, including high valuations, but it's very likely that the demonetization effect is mainly responsible for the fall (Philipose).

The demonetization of Rs. 500 and Rs. 1,000 notes will end up being a "surgical strike" on one form of black money: cash held as Rs. 500 and Rs. 1,000 notes, but not gold, property, US dollars, etc. Even of their cash holdings in 500 and 1000-rupee notes, people find ways of saving them. Only the current "stock" is hit, as an economist from the Delhi School of Economics said, "the scheme looks back, not ahead." It won't block future opportunities, is unlikely to hit black money held in other forms (property, forex, gold or sent abroad) (Khera). The possibility of media effects is often seen to challenge individual respect and autonomy as if a pro effects view presumes the public to be a gullible mass, cultural dopes, vulnerable to an ideological hypodermic needle, and as if television was being proposed as the sole cause of a range of social behaviors. Such a stereotyped view of research tends to pose an equally stereotyped alternative view of creative and informed viewers making rational choices about what to see. Overview articles often describe a history of progress over the past seventy years of research which alternates between these two extremes -- first we believed in powerful effects, then came the argument for null effects, then the return to strong effects etc. -- a history whose contradictions become apparent when old research is re-read with new eyes. Contemporary media studies sometimes define itself through its rejection of the language of effects research -- criticizing the laboratory experiment, the logic of causal inference, and psychological reductionism (Khalid Mehraj, Neyaz Bhat and Rameez Mehraj).



OBJECTIVES

The main objectives of the research work are:

- To study the role of media in awaring people about demonetization and its impact and,
- To analyse the behavior and access pattern of media at the time of demonetization

METHODOLOGY

The researchers have collected data with the help of survey method under which interview schedule was used as the data collection tool. A survey of 300 people was conducted in South City and Eldeco colony, Lucknow. The researchers prepared an interview schedule for the data collection keeping in mind the role and nature of media in creating awareness among people. The research study was conducted through convenient sampling.

DISCUSSION

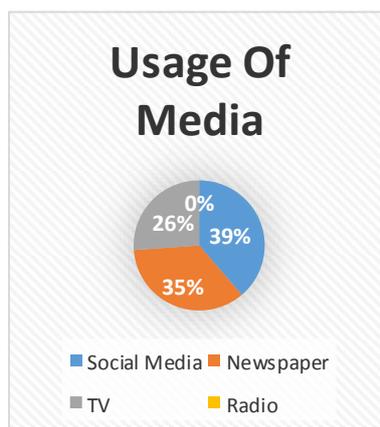
Media has become an essential part of our daily life. It has influenced the public such that people need newspaper with their morning tea. Media, either it is print, electronic or social media has emerged as the main source of information. At the time of demonetization, every form of media played its best role to inform the common people about the issue. Television channels projected things in their point of views which made people aware of every minute news related to note ban issue. Information related to new apps related to online payment was also communicated through various forms of media. The slogan of cashless India was at its peak. Some came out with positive opinion while others protested due to the daily problems. The frequency of cashless transaction was also increased during the demonetization period. Common people were getting informed through various communication mediums hourly. Even on social media platform news related to demonetization was trending at a high rate. To find out the same the researchers conducted a survey of 300 people of two residential colonies of Lucknow that is South City and Eldeco. An interview schedule was prepared by the researchers and the respondents were asked questions related to the usage pattern of media at the time of demonetization.

DATA INTERPRETATION

Usage of media

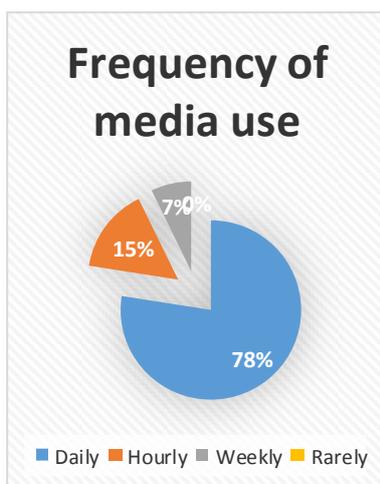
Media is considered as the fourth pillar of democracy. One can easily observe the trend in news with the set priorities by media. There are a plethora of mass communication mediums

with the help of which one can get information related to daily life and current happenings. Television, radio, newspapers, magazines are the mass communication mediums which are catering various interest of a large audience. People use different communication medium according to their interest and availability. The survey shows that 38.73% of respondents use social media and 35.13% use newspaper most frequently. While the rest 26.12% of the respondents use TV for getting up-to-date information regarding the current happenings.



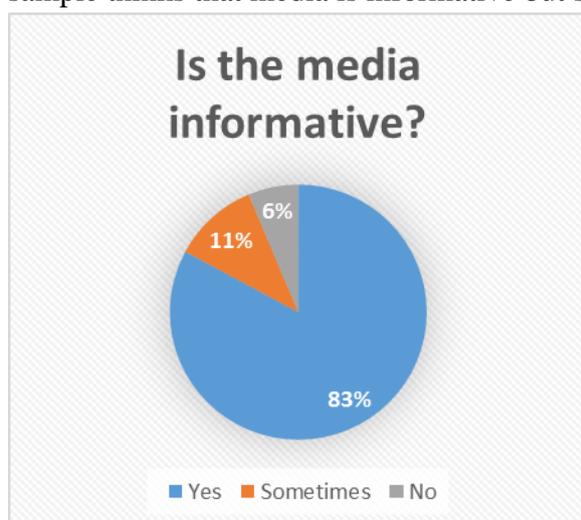
FREQUENCY OF MEDIA USE

With the advent of new communication mediums, the frequency of media use is also increasing. Today a large population of our country uses communication tools on an hourly basis. Youth spends most of their time on social media exploring themselves on their interest fields. The young population of our country spends most of his or her time on the social sites like Facebook, WhatsApp, Instagram, Twitter, LinkedIn, Google + which includes the posting and sharing of content according to the interest and need of the social media user. The frequency of using media depends on the reach and access pattern of communication mediums. The researchers found that 77.47% of the respondents use media daily while 15.31% of the sample uses it on an hourly basis. The rest 7.2% of the sample use media weekly.



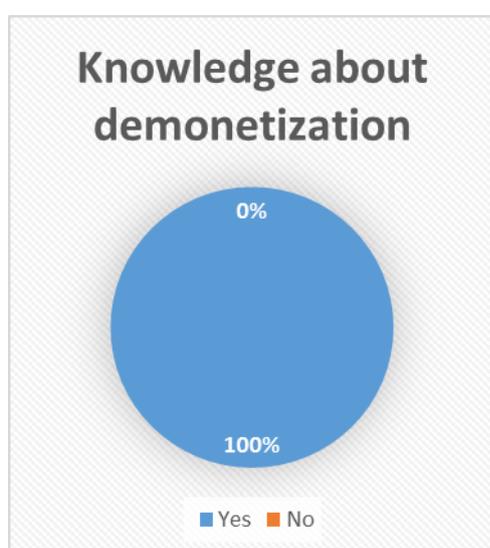
IS THE MEDIA INFORMATIVE?

The usage of media varies according to the needs of the people. Some use it for getting information while others use it to educate or to get entertained. Some people find media informative but few people don't think it as a credible source of information. Media covers a myriad of categories which includes news related to political, economic, social events, environment, crime, sports, employment, fashion, food, entertainment etc. There are various news factors related to the news values such as proximity, prominence, timeliness, newness, curiosity to which people feel more connected. The researchers found that 82.8% of the respondents feel media as an informative medium of communication while 10.8% of the sample thinks that media is informative but sometimes.



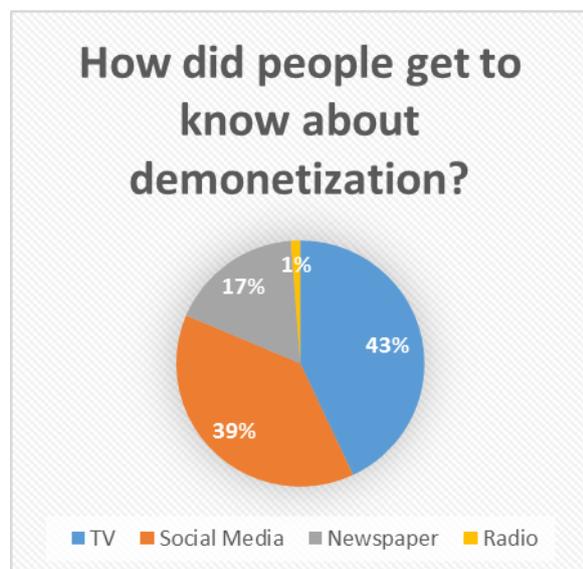
KNOWLEDGE ABOUT DEMONETIZATION

On 8th November 2016, The Government of India announced to discontinue the legal tender status of Rs 500 and Rs 1000 notes. The main aim of demonetization was to make cashless society and to include the concept of digital India. People from all around the country got informed about demonetization with the help of several mass communication mediums like radio, Television, Newspapers, social media etc. Media played an important role in making the issue of discontinuation of currency a hot topic of discussion among all age group of public. The survey shows that complete percentage of the respondents were having knowledge about demonetization issue. Some respondents even shared their experience during the survey.



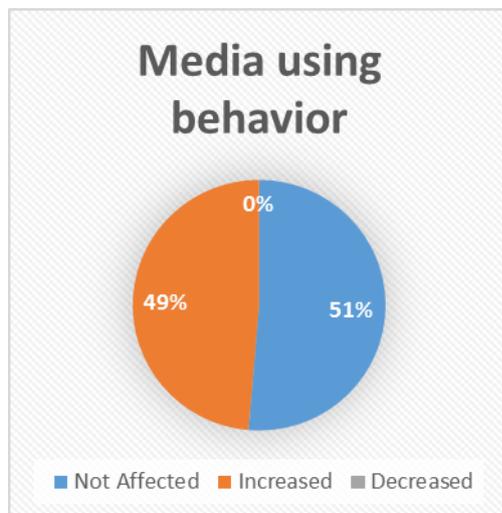
HOW DID PEOPLE GET TO KNOW ABOUT DEMONETIZATION?

The news of discontinuation of currency was covered by various media sources. TV, print media and web media presented the news with different contexts. Initially, this news created the situation of chaos among the general public but as time passes the misconceptions about the news of demonetization was made clear by media and other sources. Media was the only source which disseminated this information to all parts of our country. Later, public accepted the decision that was mainly taken for curbing corruption and black money. When the question, through which they get to know about demonetization was asked to the respondents the researchers found that 42.34% of the respondents got to know about the issue from TV. While 37.8% of the sample said that they got the information through social media. The newspaper was the medium through which 17.11% of the respondents got to know about the demonetization issue.



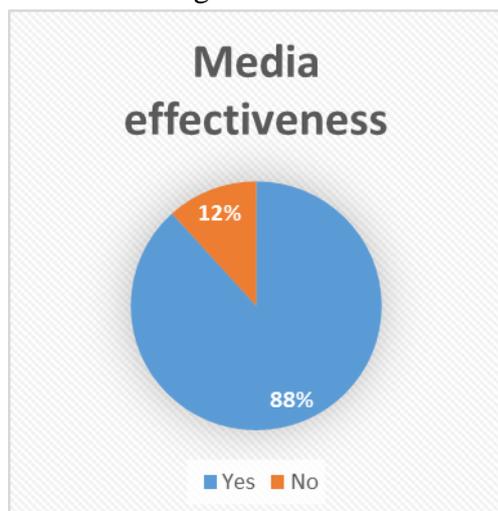
MEDIA USING BEHAVIOUR

The media usage behavior before and after the demonetization issue was different. People from every part of the country kept an eye on their media sources to observe the frequent changes that were being made by the government. People from every class of the society was keen to know about the development on the note ban issue. The main reason of their eagerness was that note ban issue was related with every individual's life directly. When respondents were asked regarding their media using behavior before and after the demonetization issue the researchers found that the behavior of 51.35% people was not affected. While the rest 48.64% people have increased the frequency of using media. This shows that more than half of the respondents were not affected as they continued using media in the same way as they used it before.



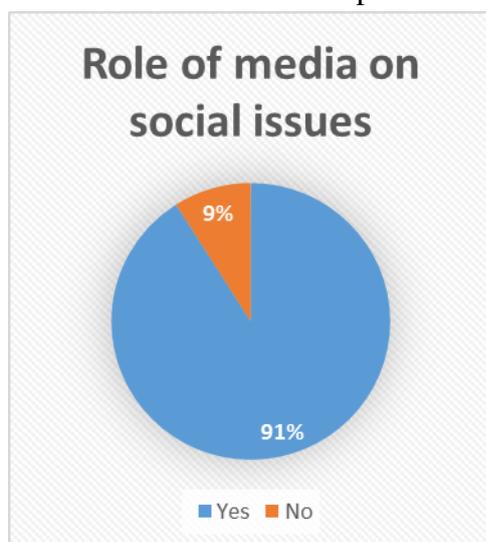
MEDIA EFFECTIVENESS

Any medium of mass communication is effective only if it fulfills the needs and interest of the audience. The main function of mass media is to inform the public about the current happenings that directly or indirectly affect their daily life. The effectiveness of media depends on the source of the message used, type of message, language used, type of channel to transmit information and the type of audience which is intended to expose the information. The findings of research study show that 88.28% of the respondents find media as an effective medium for getting information about the demonetization issue and the cashless economy concept. While the rest 11.7% of the sample did not find media effective at that time in creating awareness about demonetization issue.



ROLE OF MEDIA ON SOCIAL ISSUES

Issues like demonetization are related to every individual of the society. All forms of media either it is an audio form (radio), audio-visual (Television) or web media play a very crucial role on the same. Today the reach and access of media are emerging at a very high rate thus, it has made an important contribution to making the public more aware and informed. When the respondents were asked about the role of media at the time of covering social issues like demonetization, the researchers found a positive response to media coverage. The research study reveals that 91% of the respondents feel that media plays a vital role in informing people on social issue coverage. While the rest 9% do not think media an effective medium for the dissemination of important information related to society.



RESULTS AND CONCLUSION

- Based on data collection, the researchers found that social media is the most used medium among the respondents. It was also found that respondents use both newspapers as well as TV for information gathering.
- The researchers found that more than 70% of the respondents use media daily for getting up-to-date information. This shows that media is playing a very important part in our society in making people aware of the current happenings.
- More than 80% of the respondents feel that media they use is informative in nature and helps them in creating a sense of awareness and make them informed. This shows that every form of media either it is print, electronic or web media, has become an integral part of our daily life.



- Demonetization had profound effect not only in the economy of our country but it affected every common man of the society. The researchers found that complete percentage of the respondents was known to the term very well.
- Researchers found TV as the most used medium at the time of demonetization. The Information related to several amendments on the issue was frequently reported through different platforms of media. Panel discussions, chat shows, Interviews, Vox-pops etc were the mediums with the help of which the public was getting aware of the Note Ban issue.
- More than half of the respondents agreed with the fact that demonetization has not affected their media using behaviour as they continued using media in the same way as they used it before.
- Maximum percentage of the population finds media as an effective medium at the time of demonetization. This shows that all form of media played a very crucial role in spreading information related to demonetization and people got every minute information related to the issue.
- When the respondents were asked about the role of media at the time of issues like demonetization, more than 90% of the respondents agreed that media play a very important role in informing and educating society.

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