

The Role Of Media In Good Governance

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Introduction:

The word “Media” comes from the Medium, which means the transmission of information from one part of a state to another part (Dyck & Zingales, 2002). Even the ball pen is faster in comparison to the sword- In today’s world time, this ancient aphorism appears to be right because the media gives the impression of significant advancement in our modern society. Media contains mass media, including television, Newscasts, stations, the press, Radio sets, journals, and utmost importantly, online Networks and electronic mail. These days, the scope of media has become huge day by day because they report on small news in a very wide manner. Moreover, the media appears to act as an expediter towards the growth of this advanced culture and serves as an excellent source of information and also the mediator of revolution. In today’s time, the media is determined as the Fourth pillar of the nation from all over the Globe, and this is most likely to be true in the situation of the largest republics such as India (Dyck & Zingales, 2002).

In today’s world, media plays an active character by enhancing the nation’s consciousness and gathering their opinions, information, and approaches to a particular issue. Media provides an excellent source of valid information by emerging the world to boost the nation’s awareness and express the real face of the society.

Objective:

The primary purpose of this research paper is to describe the role of media in good governance.

The Role of Media in Good Governance:

In old times, good governance was considered to be very important, but in today’s time, media took its place in comparison to a new production (Dyck & Zingales, 2002). The old Empire of Roman that was created about 2000 years before was only set up in a smaller context using good corporate governance and diverse nations. Meanwhile, regardless of whether the government is democratic or despotism, good governance is a fundamental need to operate the civilization. Leaders have the highest and a considerable level of power and have a responsibility to make the proper corporate governance. But if the right governance is worst in quality and does not fulfill the requirements of the nation, then the countries can challenge these authorities using gaining trustful management (Castka, Castka, Corbett, & Corbett, 2016).

Media commonly represents the Mass media by any medium to provide information about all the present matters of any region at a large gauge, and media is free from biased facts reporting by the Internet, print, and TV.

Conventionally, there is no defined role for media in governance because it does not have any powers to influence or change the decisions made by different authorities of government, i.e., the governing bodies, policymakers, and the courts. However, the media appears to play a great role in operating the civilization by providing assistance to the expressions of the nation to transfer their views to the legislators (Liu & McConnell, 2013). The Pundit Nehru described media as the watchdog of our republic, and their sayings gave the media a significant duty to make society efficient through their functioning (Liu & McConnell, 2013).

Nehru's perceptions are correct about the media in the world context because previously, The "Protector" and the "New York Times" were discovering the secret communications of the USA regulators using tapping of their communications from other states, and in this way, the media violated the privacy laws. Like in India, It is the primary responsibility of the media to reveal corruption in the telecommunication sector, Coal industries, and the environmental sectors. Hence, the media adopts unlawful practices to take the notice of the people. The vital element for the press is to ensure good governance (Peters, 2016).

It is the responsibility of the media to protect the rights of the nation, particularly those who are poor and whose voices are always disregarded. This media helps different countries to bring different sorts of incidents that were ignored previously to the notice of lawmakers where the judiciary is exploited.

As in India, The incident of the IAS officer Durga Nagpal, who was suspended without any reason and Jessica Lall's murder case appears to show us how the media plays an active role in protecting the nation to ensure that fairness is done in the republic. Radio sets and Reporters also assisted India's independence fight and continued to perform a significant role in the government and community movements that were considered for the benefit of the different populations and subgroups. The Narmada Andolan (social movement of India) is the ideal or prime example of his role (Camaj, 2013).

To perform efficiently, the organization needs some mechanism due to that they obtain positive feedback same as. The media also represents the mechanism of feedback for each country running society by rating the performance of these nations and their opponent to all rules shaped and laws passed. It is the responsibility of the media to bring resistance to all adverse established societies and also responsible for assisting the zones affected by natural disasters, such as occurred after the tsunami of 2004 that distressed zones near the Ocean Indian (Dyck & Zingales, 2002; Peters, 2016).

The apparent and real character of media is to provide information only regarding the matter under concern. In this way, they also ensure the efficient running of the society to inspire the people who are responsible for good governance. Those societies that haven't media seem to visualize hardly and will also be limited from good governance. Therefore, Media is not an ordinary production, but it is mandatory for the efficient running of society and good governance. Practically, the media do a sound

check on the governance; however, they have been blamed for not accomplishing their duties (Liu & McConnell, 2013).

Nowadays, It is observable that the media is biased by some national parties and runs some promotion campaigns to overcome this problem. There is another issue that the Media corporations were taking money for publishing wrong articles, resulting in the news becoming hidden from the nation's people. In short, in India, wealthy companies are running the media in the direction that they want. All above-discussed problems raise questions about the ability of media and contribution to running the society efficiently.

If we consider the Kargil War of 1999, the media news channels will be suspected of revealing the strategic facts about the expiry of Indian soldiers. So, the media must be responsible for inducing real or ethical statements about their jurisdiction (Castka et al., 2016).

Conclusion:

The role of media is not only limited to the functioning of society, but they also have principles or beliefs, figures or norms, and fields of importance in particular matters regarding regionalization for the formation of a culturally diversified community. In the establishment of those countries that have extensive poverty and unethical governance as India, the media has a unique responsibility to contribute to it positively.

In India, There are a lot of issues regarding media worthiness In some regions of India, the media only works for influential political parties rather than for good governance due to their pressures, resulting in fake news widely spread among the world. So, therefore, problems need to be addressed so that media play a sound role in every place in order to make the country a multi-diverse cultural society. It is also our responsibility to contribute positively to our society to become a prosperous and wealthy country. This role also brought a positive effect on the media to fulfill their objectives and goals.

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