

[The role of Media in spreading peace and harmony in Society](#)

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IASE Deemed University in association with Gandhi Vidya Mandir inaugurated a three-day International Seminar 11th to 13th Feb, 2012 on Teacher Education for Peace and Harmony at Gandhi Darshan, Rajghat, New Delhi with the supporting organizations Gujarat Vidhyapeth, Jain Vishva Bharati University, The Temple of Understanding and National Spiritual Assembly of the Baha'is of India and Global Harmony Association, Russia. In the third day of seminar a long brief was given on media role in spreading peace and harmony in society.

“Culture can be defined as the way of life which includes beliefs, aesthetics and institutions of a civilization. Considering today’s way of life, we would be lying if we didn’t admit that media is not an influential entity in our culture. Lately the media theories that regard the audience as a passive entity have been discarded and advanced media theories that take into account the audience response have been formulated. It is still a fact that despite cognitive abilities of the audience, the media has been successfully ingraining several values and elements into a large section of our society”, says Ram Bahadur Pal.

But Media is universal also if it move in a right track because using media; you can interact with absolutely every person not only in your community, but on the planet! Media makes people listen and see and therefore forces them to reflect on a message”, Pal adds.

“First of all let me tell you that this is no media-bashing agenda. There is no doubt about the fact that there are certain media elements affecting our culture for better because, had it not been for media, quick and easy flow of useful information and education would not have been possible. The media has played a major role in positive developments like fight against racism, fight against gender bias, and world poverty and spreading awareness about the world peace”Mr. N. K Singh adds.

“This being said, there is no denying to the fact that certain media messages are detrimental to our society. We need to realize that although media is a reflection of the society we live in but at times, the media needs to do much more than reflect the surroundings – it has to exaggerate, sensationalize and at times even trivialize the matters of utmost importance to make way for entertainment. The media creates celebrities; it creates idols – celebrities who thrive on fans, followers, and groupies! When we say a certain type of music or a certain genre of movies is popular, it means a large number of people are following an ideology or a concept, which lies at the heart of that song or the movie. One of the most striking examples in this case

would have to be the popularity of violent and abusive rap songs amongst teenagers. The glorification of violence, drug abuse and other unhealthy habits has a major role in the outburst of unfortunate incidents where children have gotten extremely violent and out of control”, Mr. Sanjay Briagata

“Be it the advertisements touting products that promise a fairer skin or bos-to-die for or the television shows and films, which portray violence, sexually explicit content and abusive language. There are music videos and rock bands that give out the message that alcohol; drugs and sex are an inevitable part of life. These ideals created by the media might not be necessarily appropriate”, Mr. Briagata adds

“As a result of globalization, we see emerge as the leading telecommunications power supply current. Clusters take advantage of their monopoly over the means of expression to “create” reality that favors their interests’ one of the key that was affected by youth. This is often stereotyped, bringing down most cruel generalizations. Just look at the case of protests by students in Chile as a case example. The national media only made echo of incidents caused by small groups unconnected to the peaceful protests of the students (in a country where families are indebted to the head to ensure an education that the State does not guarantee a system that its president considered fair). International media only showed the “sitting” in the style of M. L. King opposite the Ministry of Education in Santiago. They said that Chileans were to learn the Argentine media for the violence used by police against demonstrators. The most reproduced in the world perhaps the esteoritipar of youth as “vague”, “addict” and “violent”, Mr. Bajpai

“No matter if you view or produce media, you are very much involved into interaction with the information it contains. And since media directly represents life of your local and global community, you are able to comprehend and influence your environment through this interaction. Therefore, on one hand, media is very important as a source of information about your community and on the other hand – as an instrument to make a difference in it, motivate people for action, and improve life of your environment. Your, as any other community in the world is fully supplied and managed through media. Decisions people make for the most part are based on those facts they get from media. Therefore, when raising awareness about certain issue, you need to pay a special attention to media”, says Mr. Rahul Dev.

“We can’t put a direct blame to media also because what we want to see they show only that as if we compare the news one is farmer news and other some entertainment news then TRP of the entertainment news will be high and secondly, media does not create violence on its own it is only the mirror of society. Moreover, the media can’t be the sole reason behind the augment in crime rate amongst young generation”, Mr. Dev adds.

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