

## Understanding Media

### Exercises

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#### Long answer questions:

1. What are the things that the media should keep in mind to be ethical and accountable?
2. Explain the role of media in a democracy like India.
3. Why is the media known as the fourth organ of Indian democracy?
4. How does media play a role in communicating change and upholding social causes?
5. What is the role of the Information and Broadcasting Ministry?

## Solutions

### Long-answer questions:

1. The press council of India has listed some ethical codes for the media: **Accuracy** - the media should provide accurate and unbiased information. **Confidentiality**- media should maintain confidentiality and should not reveal the official sources of government information. **Right to privacy** - a journalist should not write about the private life of a person, media should not encourage violence, media should not write anything vulgar or obscene and media should be **secular**.  
Apart from all these, the Ministry of Information and Broadcasting forms and administers rules, regulation and laws related to information and broadcasting.
2. Democracy lies on the principle of active participation of the people. The mass media bridges the gap between the people and the government in India. Citizens in India cannot uphold their decisions directly in the government the media informs the people about the government's decision and also explains the effect of these decision on the people. Thus media has become an important organ in democracy.
3. The media covers news, conducts debates, makes analysis and develops public opinion. The media informs the people about any new decision of the government and also explains its effect on the people. Hence, media is considered as the fourth organ in democracy.
4. Development means change for the better. The mass media plays an important role in communicating this change and upholds social causes. Using the mass media, people's attitudes and habits can be changed. Media can also bring some attitudinal shift in society's thought process about women's equality and empowerment. Media also plays a key role in controlling corruption and injustice.
5. The Ministry of Information and Broadcasting forms and administers rules, regulations and laws related to information, broadcasting, the press and films. The Press Council of India has also listed some ethical codes like accuracy, confidentiality, right to privacy/discourage violence etc. Apart from all these, media should not write anything vulgar or obscene neither should it promote any communal feelings.