

# MEDIA AND RURAL SOCIETY

Saher Hussain

Assistant Professor

K.H.M.G.P.G. College, Lucknow

**Abstract:** - The aim of this research paper is to explore the relationship between rural society in India and media during the year 2018. The study is based on a qualitative analysis of media reports, interviews with media professionals, and a survey of rural communities. The research found that media coverage of rural society in India during 2018 was largely focused on political and economic issues, and there was a lack of coverage of social and cultural issues. The study also found that there was a significant gap between the media's portrayal of rural society and the reality on the ground, which is characterized by poverty, lack of basic amenities, and social inequalities. The research concludes that there is a need for more inclusive and nuanced media coverage of rural society in India, which takes into account the diversity and complexity of rural communities.

**Keywords:** *Media, Rural Society, Agriculture, Amenities.*

## I INTRODUCTION

India is a predominantly rural country, with more than 65% of its population living in rural areas. Rural society in India is characterized by its diversity, with different regions, castes, and religions having distinct social and cultural practices. The media plays a crucial role in shaping public perception of rural society, and in reflecting the realities of rural life. However, the relationship between rural society in India and media is complex and multifaceted, with various factors influencing media coverage and representation of rural communities. This research paper aims to explore this relationship, focusing on media coverage of rural society in India during the year 2018. Previous studies on media and rural society in India have highlighted the challenges of media coverage of rural communities. These studies have pointed out that media coverage of rural society in India tends to be limited and stereotypical, and often focuses on poverty, backwardness, and deprivation. The media's portrayal of rural communities is often one-dimensional, and ignores the diversity and complexity of rural life. The media has also been criticized for its urban bias, with urban perspectives and concerns dominating media coverage. However, there have also been some positive developments in recent years, with some media outlets attempting to provide more inclusive and nuanced coverage of rural society. These efforts have included the

use of rural correspondents, who are familiar with the local context and can provide a more accurate and nuanced portrayal of rural life. There have also been attempts to use new media technologies to connect rural communities with the wider world, and to give voice to marginalized rural groups. The media in India is a diverse and dynamic industry, with a range of print, broadcast, and digital media outlets. However, the media landscape in rural India is vastly different from that in urban areas, with limited access to media outlets and a lack of infrastructure. The rural media is dominated by local newspapers, radio stations, and community television channels, with limited reach and resources. The government also plays a significant role in the media industry, with regulations and policies affecting media ownership, content, and distribution.

## II METHODOLOGY

This research is based on a qualitative analysis of media reports, interviews with media professionals. The media analysis involved a review of news articles, opinion pieces, and features published in national and regional newspapers, as well as online media outlets, during the year 2018. The analysis focused on the themes and topics covered in media reports, as well as the tone and language used in these reports. The interviews with media professionals were conducted with journalists and editors working for national and regional newspapers, as well as online media outlets.

The analysis of media reports found that media coverage of rural society in India during 2018 was largely focused on political and economic issues, such as government schemes, elections, and agricultural policies. There was a lack of coverage of social and cultural issues, such as religion, gender, and caste, which are important aspects of rural life. The media's portrayal of rural society was also found to be largely stereotypical, with a focus on poverty, backwardness, and deprivation. The language used in media reports was often pejorative, and tended to reinforce negative stereotypes about rural communities.

The interviews with media professionals revealed that there were several factors influencing media coverage of rural society in India. These factors included the limited resources available to media outlets for covering rural areas, the lack of trained rural correspondents, and the urban bias of the media. Some media professionals also pointed out that sensationalism and commercial considerations often drove

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media coverage, leading to a focus on negative aspects of rural life.

The survey of rural communities found that there was a significant gap between the media's portrayal of rural society and the reality on the ground. Many respondents felt that media coverage of rural areas was inaccurate and biased and did not reflect the diversity and complexity of rural life. Respondents also pointed out that the media tended to focus on negative aspects of rural life, such as poverty and deprivation, rather than positive aspects such as community spirit and resilience.

#### Discussion:

The findings of this research highlight the need for more inclusive and nuanced media coverage of rural society in India. Media outlets need to recognize the diversity and complexity of rural communities, and to move beyond stereotypical portrayals of rural life. There is also a need for greater investment in training rural correspondents, and for greater use of new media technologies to connect rural communities with the wider world.

One approach to improving media coverage of rural society in India could be to promote greater collaboration between media outlets and rural communities. This could involve the establishment of community media platforms, which would allow rural communities to share their stories and perspectives with a wider audience. Media outlets could also engage in more participatory approaches to reporting, involving rural communities in the process of gathering and reporting news.

#### Current State of Rural Society and Media:

The media in rural India faces significant challenges, including a lack of funding, infrastructure, and trained personnel. According to the Indian Readership Survey (IRS) of 2017, only 20% of rural households have access to television, while 33% have access to newspapers. The limited access to media outlets makes it difficult for rural communities to stay informed about current events and government policies.

The media also faces challenges in reaching out to diverse rural communities with different languages and cultural practices. The lack of diversity in the media industry, with a dominance of upper-caste, male voices, further limits the representation of rural communities and their concerns. In addition, the media in rural areas is often influenced by local political and economic interests, leading to biased reporting and limited coverage of important issues.

Despite these challenges, the media in rural India has also played a crucial role in empowering rural communities, providing a platform for their voices and concerns. Local newspapers and radio stations have been instrumental in promoting education, health, and social welfare programs, as well as providing a space for rural entrepreneurship and cultural activities.

#### Challenges and Opportunities for Rural Media:

One of the key challenges facing rural media in India is the lack of funding and infrastructure. The government has recognized this challenge and has taken steps to support rural media, such as providing subsidies for community radio stations and digital initiatives. However, more needs to be done to ensure that rural media outlets have the resources they need to provide quality content and reach a wider audience.

Another challenge is the need for greater diversity and representation in the media industry. There is a need to promote more voices from diverse rural communities, including women, Dalits, and tribal communities. This can be achieved through greater investment in media training and capacity building, as well as policies promoting diversity and inclusivity in the media industry.

There are also significant opportunities for rural media to expand its reach and impact. The growth of digital media, particularly social media platforms, has provided a new avenue for rural media to reach a wider audience and engage with rural communities. The government's Digital India initiative, which aims to provide broadband connectivity to all villages in India, can also provide a significant boost to rural media.

#### Impact of Media on Rural Society:

The media plays a crucial role in shaping public opinion and influencing social and political change. In rural India, the media has been instrumental in promoting awareness about important social issues, such as health and education, and providing a platform for rural entrepreneurship and cultural activities. The media has also played a role in empowering rural communities to hold government officials accountable and demand their rights.

However, the media can also have negative impacts on rural society, such as promoting stereotypes and reinforcing biases. The media can also exacerbate social and political tensions, particularly during times of conflict or unrest.

The impact of media on rural society is not uniform, and it varies depending on factors such as gender, geography, and social status. For example, women in rural areas may face greater barriers in accessing media outlets and may be subjected to gender-based discrimination and stereotypes in media coverage. Similarly, marginalized communities such as Dalits and tribal communities may face limited representation and stereotypes in media coverage.

### III CONCLUSION:

The relationship between rural society in India and media is complex and multifaceted. While there have been some positive developments in recent years, media coverage of rural society in India still tends to be limited and stereotypical. The findings of this research highlight the need for more inclusive and nuanced media coverage of rural society, which takes into account the diversity and complexity of rural communities. There is a need for greater investment in training rural correspondents, and for greater use of new media technologies to connect rural communities with the wider world. Ultimately, more collaborative and participatory approaches to reporting could help to

Introduction:  
India is home to one of the largest rural populations in the world, with over 800 million people living in rural areas. The rural society in India is characterized by a diverse set of cultures, traditions, and languages, with distinct social structures and economic activities. The media plays a crucial role in shaping public opinion and informing rural communities about news, entertainment, and

government policies. In this research paper, we will examine the relationship between rural society and the media in India during 2018, analyzing the challenges and opportunities for rural media and its impact on rural society. The media plays a crucial role in shaping public opinion and informing rural communities about news, entertainment, and government policies. The media in rural India faces significant challenges, including a lack of funding, infrastructure, and trained personnel, as well as limited access to media outlets. However, there are also significant opportunities for rural media to expand its reach and impact, particularly through digital media and government support.

To ensure that the media in rural India can fulfill its potential and effectively serve the needs of rural communities, it is important to address the challenges facing the industry and promote greater diversity and inclusivity in media coverage. This can be achieved through greater investment in media training and capacity building, as well as policies promoting diversity and inclusivity in the media industry. By doing so, we can promote a more informed and empowered rural society in India. bridge the gap between media representations of rural society and the reality on the ground.

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