

ROLE OF MEDIA & HINDI IN THE CHANGING ERA

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ABSTRACT

The present era is the era of globalization, marketism and disintegration of human relations. Marketism and the global principles of consumerism have influenced every sector of the present era. Media is the mirror of the changing era and society. Media powerfully presents the activities, problems and movements of the society on its mirror along with arguments and arguments. In the twenty-first century, the impact of changing paradigms and globalization is also found in the field of media. The media of the present era is no longer limited to only the traditional forms of print media, electronic media, publicity, public relations, advertising etc. Hindi language as a contact language is an important language in India. Therefore, Hindi as a powerful language can easily function as a medium of media. In this era of globalization and marketism, there has been a lot of change in the social concerns of media and Hindi language. In the present times, the media which works for the benefit of the society is becoming vulnerable to commercialism and both its content and character have changed. In the era of marketism, media and Hindi language have emerged as complements to each other. The development of both depends on their proper use. If both of these are used properly then the society will automatically develop.

KEYWORDS : Hindi, Marketism, Media, Society....

INTRODUCTION

The present era is the era of globalization, marketism and disintegration of human relations. Globalization has not only provided opportunities for the countries of the world to establish more business relations with each other, it has also infiltrated the cultures and civilizations of more countries. The global principles of marketism and consumerism have influenced every sector of the present era. The media sector has also not remained untouched by this. In the Indian perspective, the role of media has been considered as the fourth pillar of democracy. Its place comes after the legislature, executive and judiciary. Therefore, only the media can give a powerful presentation of the success and failure of

the democratic governance system. Media is the only medium which can easily convey the voice of the common people to the politicians and officials. In the words of Roopchand Gautam, "Society is a platform if seen legally. Media is on this platform.

Assesses the activities of the entire society from one corner to the other. Probably media is the mirror of the changing era and society. The media powerfully presents the activities, problems and movements of the society on its mirror along with arguments and criticisms. On the basis of these analyses, the common people are able to control the arrogance of politicians. Probably, media has been a major factor of social change and development since the early ages of its existence. The long and continuous process of man's transformation from ancient to modern has been completed by the media.

MEDIA IN THE TWENTY-FIRST CENTURY

In the twenty-first century, the impact of changing paradigms and globalization is also found in the field of media. The media of the present era is no longer limited to only the traditional forms of print media, electronic media, publicity, public relations, advertising etc. In the present times, with the development of media industries, many new media areas have emerged along with corporate communication and internet journalism. Along with the expansion of this field of media, digital technological development has also brought about many changes in the forms of media. In the first era of digital technology, after 1994 AD, networks, cell phones, iPads, cameras, chips etc. started being used, while in the second digital era, after 2004 AD, social sites like Facebook, Twitter, Linked In, Shutter Ply, Avatar, My Media developed in the form of space, YouTube etc. as forms of personal expression. Probably the new media is no longer dependent only on desktop computers, now it has gone beyond laptops and has reached smartphones and tablet computers. The society has also benefited greatly from the progress made by the media. By using all these means of media, the common people of the present era have made themselves aware. The vivid example of which is Annahajare's Janlok Bill movement and protests by the public on various aspects of political and social issues etc. In the present time, media is the only medium which expresses public opinion and starts the mass revolution. The change that has taken place in the lifestyle of people today and the reduction in the gap between rich and poor is the result of media change. Even if a person is living a life of deprivation, he is understanding every good and bad aspect through the media. In the words of Dr. Ratan Kumar Pandey, "If the media follows the right path, it changes the direction, speed and form of the individual, society and humanity. It has to make the world beautiful and

worth living in. The job of the media is to provide information, educate (worth knowing) To create and entertain. Perhaps the only aim of the media is to present the various difficulties and problems of human life.

HINDI LANGUAGE AS CONTACT LANGUAGE

After highlighting the interrelationship between media and society, now this curiosity arises in the mind that which can be the right powerful language to reach the media's communication to the society? A simple solution to this curiosity can be found through the language which is the communication language for the common people. Hindi language as a contact language is an important language in India. This language is spoken and understood by most of the people in India. Probably as a result of this, Hindi language has also got the honour of national language. Hindi language is a language which is prevalent in a wide area in villages, cities, states and countries. From an illiterate poor villager to an educated urban person, this language can be assimilated. Therefore, Hindi as a powerful language can easily function as a medium of media. According to Madhav Hada, 'Hindi is a developing language and its nature has been inclusive since the beginning, hence it has absorbed a lot from other languages ??that came in contact with it. Hindi has completely opened its doors for the new global vocabulary that has emerged due to globalization and communication revolution. Probably, compared to the languages ??of the entire world, Hindi is known as the simplest language. The argument behind this can be given that Hindi is the only language in the world which is written in the same way as it is spoken. Along with this, Hindi as a medium language is also an elastic and contact language which has the ability to digest all the languages ??together. Therefore, the use of this language in the field of media is most relevant in the Indian society of cultural pluralism and diversity.

HINDI LANGUAGE AND MEDIUM OF MEDIA

In the present society, if media is a medium then the medium of that medium is Hindi language. Both are contributing to each other's development and growth. While on one hand media is using Hindi as a medium, on the other hand Hindi is being propagated through media. Both have emerged as complements to each other. By becoming complementary to these two, the people's struggles against the social, religious conventions and ostentation of the society and the works for public welfare have also got a voice. Hindi, by becoming the language of the media, has also become a source of alerting the public and bringing out the reality of the misconceptions spread in the changing era. The

use of Hindi language as a medium in media is increasing day by day. To a large extent, media has also provided employment opportunities to the youth studying Hindi language. But along with this, at present Hindi media is also facing shortage of Hindi experts. According to Dr. Arjun Chavan, today the media needs language experts the most. Today The need is for good editors, translators, correspondents, applicants, proof readers, documentary writers, screenwriters, dialogue writers, lyricists and commentators. But due to lack of qualified person, the media is handling the work. Probably, this problem was quite widespread in the field of Hindi media in the initial days but gradually this problem is also decreasing.

CONCLUSION

In modern times, media and Hindi language seem to be moving together. A direct example of this is the increase in Hindi news channels, Hindi language is used the most in dramas, comedy shows, reality shows, music competitions and many other programs. But in this era of globalization and marketism, there has been a lot of change in the social concerns of media and Hindi language. In the present times, the media which works for the benefit of the society is becoming vulnerable to commercialism and both its content and character have changed. According to Laxmendra Chopra, "The tragedy today is that the words, language and ideas that gave birth to the media are being expelled one by one from the media. Glamorous, colorful photography, vulgar humor, meaningless Light gossip, crime technology has made the media a slaughterhouse of language, culture and ideas. Probably all these are the dark sides of the media which are trying to tarnish the social welfare image of the media as a result of commercialism. Despite this, media is working as a powerful messenger. In the present society, media has played a very important role in not only making a large section of Indians aware but also in showcasing their talent. But according to Subhash Sharma, there is a need to make TV a medium of two-way communication, to raise questions on important issues and to involve the common people. If this kind of public pressure is created in the right direction and apart from the state, the market accepts it, then the day is not far when electronic mediums like TV will be made the mass medium of two-way communication. Probably, this will be possible only when media people and linguists work together in the interest of the society because a strong media can convey its message to the general public only in an easily comprehensible language. Undoubtedly only Hindi language can full fill this important purpose. But this can happen only when language is used properly in the media. In this context, Anil Chamadia

writes in his article that “For channels, Hindi is a company and the language is a share price.” Probably this thinking is the result of the influence of marketism. In the present time, there is a need to change this thinking, only then language will become a powerful medium to express thoughts. In conclusion, it can be said that according to the needs and challenges of the changing era, media and Hindi language have changed their content and form. In the era of marketism, media and Hindi language have emerged as complements to each other. The development of both depends on their proper use. If both of these are used properly then the society will automatically develop. In the present time, there is a need that in this era of marketism and globalization, their use should be made meaningful and beneficial to the society.

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Submitted on July 24, 2024
Accepted on August 14, 2024