

## *The Role and Relationship of Media Changing Scenario of Democracy System - An Overview*

*Dr. Kaushlendra Dixith*

Assistant Professor

Department of Political Science, National P G College, Bhongaon, Mainpuri, Uttar Pradesh, India.

*Himanshu Rai*

Department of Political Science, Dr B R Ambedkar University, Agra, Uttar Pradesh, India

### **Abstract:**

Normally, media consider as a fourth pillar of democracy. The role of the media acts as a bridge to transforming information to the vast public sphere. Print and electronic media supplying political information to the voters what the government has been doing. They observe political problems in our society and serve as a medium for consideration. Media houses shaping the public opinion in democracy and also working as a watch dog in social sphere. To understand the relation between media and democracy it is necessary to refer to gain a complete political knowledge and in the era of democratization process the politicians make the policies during at that particular time familiarized with the media. We observes Sometimes politicians will afraid about media why because if they will retrial politicians fraud in front of people's eyes that is the major reason behind that but off screen politicians says that we are not afraid to anyone we are doing our duty for the welfare of the people. So, no need to give explanation to media regarding this matter all wrongdoing politicians told us like this only. Media makes us aware of various social, political, economical and environmental activities happening around the world. The present review paper highlighted the role and relationship of media changing scenario on Indian politics and democratic system

**Key Words:** Democracy, Electronic Media, Information, Intellectual, Society, Transform

# The Role and Relationship of Media Changing Scenario of Democracy System - An Overview

VOL. 01 | NO. 30 | JUNE. JULY. 2026

Date of submission 24-05-2026 Date of acceptance 10-06-2026

## Introduction:

In the 17<sup>th</sup> century, John Milton's *Aeropagitica* gave a libertarian assertion for the privilege of an open debate; as uncommonly dialogue probably would run to the refusal of untrue and unstable viewpoint and the finding of sensibility. Although the unrestricted press promise in the Bill of the Rights the U.S. Legislation approved surprisingly slight interest at the period of the adoption of the First Amendment, that confirmation carries existed the object of broadly argue anyway since. With-it aspect because of frustration with the earlier Federalists, Thomas Jefferson and further anti-Federalists were serious defenders of the free press in the before days of the American republic. In the 19<sup>th</sup> century, the English philosopher John Stuart Mill spoke an exclusively progressive rationale for unrestricted discourse and a free press, as calming down anyone might dissuade the fact from living told and would handle the trouble that mistakes would not prevail found out. The contemporary media remembers foremost been prepared to deliver up-to-date political news to the populace for a small limited than two centuries, gratitude mainly to specialized designs in print media and the immediate improvement of electronic outlets forms (Arikan, N. 2011)

Besides, German sociologist 'Jürgen Habermas' says in his book "The Structural Transformation of the Public Sphere (1962)" that the advancement of the politically familiarized public realm in proportions of the Europe and the United States existed fundamentally correlated to the betterment of the outlets. In the originating representative nations of Europe and North America, newspapers served not merely journalists of news but shapers on the public sentiment. Nevertheless, as newspapers served increasingly dependent on marketable promotion for help, monetary likings meant that newspaper statement procedure and journalistic policy could similarly be affected by those who regulated economic reserves. The outcome, as characterized by 'Habermas', is that well-off people or those who maintain capital keep extra effect over public impression and, eventually, over what operations are altered than perform partners of the lower and middle classes. Further thinkers likewise contain troubled that, in accumulation to the financial forces that might change common argument, the huge dependence of the recent media on governmental conceptions of communication might oversee in some possibilities to smaller attention and critique of the governmental schemes (Bourrie, M. 2012)

As the association between democracy and the media gives birth to live supposed throughout the twentieth century, largely awareness has been provided to the importance of the media

# The Role and Relationship of Media Changing Scenario of Democracy System - An Overview

VOL. 01 | NO. 30 | JUNE. JULY. 2026

Date of submission 24-05-2026 Date of acceptance 10-06-2026

consequences, specifically pursuing the experience with government-generated hype during two world wars. If media coverage of politics and political matters retains tiny effect on general personalities and manners, accordingly probably society need not occur interested over the size and personality of notoriety that is spent to politics in the media. Though, if media range of politics and political themes memorizes a reasonable or dominant effect on public opinions and attitudes, therefore safeguarding self-governing government needs sensible review and perhaps governmental Regulation of media, whether print or electronic, mainstream or choice (Ewoh, A. I. E. 2004)

Verifiably, a few researchers have kept up at one time or another that the media have nearly no impact or that the media have a solid, coordinate impact on groups of onlookers, but the endless lion's share of modern researchers accept that the media have a few, ordinarily direct, impacts on a few gatherings of people in a few circumstances. Advance complicating the relationship between vote based system and the media has been the rise of computer-based intelligently media, counting the Web, and other modern innovations, such as copy machines. Unused media shapes give standard individuals with unparalleled openings to disperse data rapidly and cheaply to huge numbers of their individual citizens. The equitable potential of such unused media is in some cases depicted as being a way to compensate for the proprietorship of conventional media shapes (e.g., daily papers) by less and less expansive enterprises, given the concern that this slant to "media restraining infrastructures" has or will diminish the differences of suppositions that are express

## Statement of the Research Problem:

Unique aspects that research scholars have never covered in their study so, accordingly, now the researcher going to evaluate so analytically, in many perspectives, designed to be easily understood by all. This is because the topic researcher chooses is very large and delicate in details, with many circumstances but still I think I have systematically transformed this paper in to an image of a statue, as a sculptor would do. Similarly, I am going to fill that research gap through this study. I knew the readers having several quarries on media and democracy in their minds but anyway I will try my level best to explain all the doubts to the readers as much I can with the help what I am going to sole the research questions in this paper. For instance readers will understand why is the media? How the media works as a dominating factor in a democratic system? And how to work? Without any discrimination of caste, creed, religion, gender, occupation etc. how the relationship between democracy to media in a

# The Role and Relationship of Media Changing Scenario of Democracy System - An Overview

VOL. 01 | NO. 30 | JUNE. JULY. 2026

Date of submission 24-05-2026 Date of acceptance 10-06-2026

changing scenario of a democratic system? What kind relationship among the media and democracy would be can a healthy democracy to survive? As well as the current media landscape at the international, national and state level. Most importantly, how this media system is able to bring change in the people of the society with an effective perspective. I hope that after reading all these things readers will find it easier to understand yourself. But I make sure that as the readers read, the interesting research questions. I believe that the original academic research is the only way a researcher can make readers think and find solutions. That is, how media support is there for the bringing change in society? Is there and really? If the answer is yes how much is there? How much better for? So, through the media how should democracy be healthy? Readers will understand many things like this through this observation.

## **The affect of media concealment on the nation and its people:**

Media as the guard dog plays an awfully critical role in each majority rule government, so within the world's biggest vote based system its part gets to be more imperative. In case we unfurl the history of India, Indian media has continuously been known for its belief commendable and persuasive effect within the social, temperate, and political climate of the country. But within the later years, the practice of paid news and development in TRP has smashed the belief over media drastically, as a result of this; the greatest casualty here turns out to be the Indian popular government. Within the later a long time the hone of taking cash and favors from the corporate houses, lawmakers, government, and from an enormous organization, so that media may appear ideal news around them has ended up a common hone in news coverage and is wrecking the morals of a journalist. As a result the truth approximately the bets and business of the government and the political party isn't appeared due to which the individuals of the nation are likely to endure the foremost. So indeed in the event that a few of the media houses or journalists need to supply genuine data to the open, they are continuously being closed by the danger calls or terrorizing, or essentially fair being censored by the specialists.

## **Government has continuously been a concealment body to Indian media:**

Government since ages is stifling media for educating and teaching open, the foremost important illustration that comes to my intellect is the censorship the press amid the 1975 crisis when the proprietors media houses and numerous writers were put into the imprison by the specialists for distributing the truth almost the government, an extraordinary division

# The Role and Relationship of Media Changing Scenario of Democracy System - An Overview

VOL. 01 | NO. 30 | JUNE. JULY. 2026

Date of submission 24-05-2026 Date of acceptance 10-06-2026

was shaped to censor the news, and it is exceptionally self-evident that why the government was into smothering the press since it didn't need the truth around the crisis to come out.

Back at that point in 1975, Prime Minister Indira Gandhi stifled the media for distributing truth, and presently our display prime serve is additionally suppressing the media to set up himself as a guardian angel of the country.

If we conversation about today's circumstance when the full world is stuck within the tidal wave of the corona virus when the individuals over the world are passing on in numbers and each conceivable arrangement or expected inoculation has been fizzled to remedy the plague. Most the nations are in complete lockdown since the spread of the COVID-19 is unstoppable, in such a circumstance the individuals of the biggest majority rule government that's India encompasses a full legit right to urge data almost this worldwide issue since the nation is in a total lockdown from past 26 days and in such a circumstance the citizens see up to the media to induce genuine and total data around what is happening around the globe.

Some media companies self censor themselves within the fear of labeled anti-national. They are perplexed of distributing and appearing forceful free news which is based on genuine realities and figures since over the control of the government on the media, additionally since over the favors they take from government and lawmakers to run their commerce. Different media correspondents and writers are tied in a rope by the government for what to distribute and what not to distribute since the steady fear of being called as anti-national or since of their individual predispositions they confine themselves to distribute the truth (Comstock, G. A., & Scharrer, E. 2008),

## **New Age Media and Democracy:**

As we all know how the technology has changed the global scenario. In the development process we invented technology oriented gadgets for our convenience and the development of the economy too. Accordingly we discovered internet also, particularly the internet to improve citizens cooperation within the equitable handle through various aspects. Social mobilization, active involvement within in the law formulating process, performance of public program etc. the internet and media is working hard to make everything work efficiently. Computer mediated communication is used to encourage active participation of the people within the populace realm (Curran, J., Aaalberg, T. and Aelst, P. 2010)

The broadcasting of the web is the "third sphere" of free public deliberation is using CMC in public participation. Because using of this communication programme in democracy is

# The Role and Relationship of Media Changing Scenario of Democracy System - An Overview

VOL. 01 | NO. 30 | JUNE. JULY. 2026

Date of submission 24-05-2026 Date of acceptance 10-06-2026

known as new media. In this process it gives new channel to access to the main understandings of democracy. Information provision, public opinion, social mobilization, pressure groups etc, all these aspects are information based activities and are also being delivered via new media now a day's media playing a very crucial role in the democracy. Have you ever thought about how media can play a key role in democracy? Come let us discuss now we are living in a modernization era which means every human activity is closely associated with technology, we cannot imagine our lives without technology and without technology we can't do any of those things this is different aspect. Apart from that what exactly is I am going to say that we are dependent on technology so, that all the humans are encouraging and highly using modern technology. Thus, similarly, media and new media knowingly or unknowingly it's part of our lives. Now we are moving little bit forward in the subject particularly, new media creating massive explosion in the democratic countries all over the world in this method the political information passing very rapidly to the citizens. Some the researchers said that seventy percent the people using televisions and android mobiles with internet facilities entire the world, this means that the whole world is in our hands. We are able to know within a fraction seconds what's happening around the world Because this internet. So, automatically citizens will freely participate in political activities without any restrictions like online campaign, online voting, flebcite etc. this means that the people have sovereignty and total decision making authority in this democratic system. Some of the communist countries like china when compared with democratic countries like India more restricted media in those countries. Particularly, communist countries never encourage media at all; they are several reasons behind this statement. They do not believe media will not pass the correct and accuracy information to the people. That is the major reason for more restrictions on media. According to my understanding this is not wrong at all somewhat good why because now a day's Medias are more commercialize than corporate. These media people are always thinking their new channels TRPs and promoting their credits through news channels. At the present situation most of the medias in the world only business centric organizations, not all a very few news channels will cover and showing accuracy information to the people.

**Objectives of the study:** The present paper objectives are to understand the relationship between media and democracy, to study a multi-dimensional view on media's role in democracy and media impact on social and political sphere.

# The Role and Relationship of Media Changing Scenario of Democracy System - An Overview

VOL. 01 | NO. 30 | JUNE. JULY. 2026

Date of submission 24-05-2026 Date of acceptance 10-06-2026

## Methodology:

The present study is mainly depends upon the secondary data. The secondary sources include books, articles, journals, and reports, published and unpublished thesis. However, the study intended to know the correlation between the media and democracy. Moreover, in the age of globalization the study also gives a clear picture on how the media working in the present situation.

## The relationship of democracy to media in the changing scenario of a democratic system

In this context, for the foremost portion through a hypothetical chronicled past, specializes in well-known talks about majority rule government, media, and legislative issues. Giving experiences concerning typical sees of the majority rule government, media, majority rule government and legislative issues dating, the think about tries to show the test of this exchange and also the strategy media ought to be constrained to perform horrendously ) exceptionally equitable Change on the provide up, another time to have a clear cause of test. This thinks about handles the development of announcement tales as existing kept in mind of the organizing plan formation, open conclusion, and political studies through news media. Here considerably media and popular government relationship locale units attempted to be inspected. Giving the centrality of the media distributions for vote based system to perform exceptionally) exceptionally precise way. Whereas reviewing the press and legislative issues linkage as being the preeminent on-screen characters to line up the everyday plan and a social agreement: the work of the media informing the open supposition and moreover the belief system each by means exterior or/and inward (organization) thought processes area unit attempted to be famous to raised talk the media issues and take a see at their seeking with the legislative issues strikingly in turkey.

The contact between media and legislative issues and larger part run the show government has been induced as a relationship based on self-interest in most sources which they require each other for an effective future. In outstandingly fundamental words, whereas media affiliations or specialists require politics/politicians as the source for their news stories; law creators on the other parcel require mass communication device steelier their message and ensures to the people and make an open acknowledgment particularly in choice times as parcel as their communication campaigns. The said relationship along these lines makes a shared prepare in which they advantage from each other or get in a battle of the time. In any case it is very worries image whether it is administrative issues or the media to overpower the

# The Role and Relationship of Media Changing Scenario of Democracy System - An Overview

VOL. 01 | NO. 30 | JUNE. JULY. 2026

Date of submission 24-05-2026 Date of acceptance 10-06-2026

strategy more. In spite of the fact that in ethical terms, this association well-drawn closer, in various nations counting the reasonably (Farnsworth, M. S. and Lichter, S. R. 2008).

The desired relationship along these lines makes a shared prepare in which they advantage from each other or get in battle presently and after that. Be that as it may it is exceptionally troublesome to evaluate whether it is authoritative issues or the media to overpower the strategy more, In spite of the fact that in moral terms, this association isn't well-drawn closer, in various nations counting the impartially made ones such USA and UK, the media and legislative issues association for the foremost portion seen as dominance authoritative issues on press openings and news generation. Since the media affiliations are underneath the weight legislative issues and getting liberated this weight depends on various issues tallying true blue controls, law-based advancement and socio-national modify, and they keep supporting the political systems in making an open consent (Balcytiene, A. 2012)

## Media and Vote based system in democracy: An Obligatory Togetherness?

The relationship between well-known governments with the media here will be dealt with as a way to ease working authentically since media outlets serve prevalent government through changing the socio-political and calm clashes into conclusion varying qualities and allow the open to require after governmental/political redesigns .Be that because it may, looking at the Turkish case this consider will additionally endeavor to answer on the if the chance that this association is fundamental between media and well-known government which can the media affiliations some of the time be a risk for the vote based framework as seen inside the Turkish setting especially in the midst of the military oust times in 1960, 1971, 1980, 1998 and in 2016 overthrow endeavor (Gecer, E. 2017).

The sort's adaptability for media to contribute vote based framework, concurring to Peterson and his collaborators, is 'positive freedom', which incorporates securing the media against outside interventions and supporting them with the gadgets they need to embrace their obligations. Be that because it may, for media affiliations not to stand up to strict legal weights, they have to have a certain level of self-censorship components. On the other hand, media specialists through internal instruction got to learn how to actuate liberated of political or budgetary weights not to tend a one-sided story telling. In any case, the commercial interface the media opens them to control by political and monetary on-screen characters, especially in Turkey, where media proprietors get exchange outline the state bodies. For that reason, the connection between media and commerce affiliations got especially much

# The Role and Relationship of Media Changing Scenario of Democracy System - An Overview

VOL. 01 | NO. 30 | JUNE. JULY. 2026

Date of submission 24-05-2026 Date of acceptance 10-06-2026

complicated; the covers done by such commercial-cantered interface have made media affiliations showcase their social occasions individuals to the exchange bunches in organize to induce notices. This has caused financial elites to conclusion up capable inside the decision-making forms and controlling the news makers. When such commercial affect on the media increases, turning inside the stream data to the open When such commercial affect on the media increases, turning inside the stream data to the open happens, media keep truant from tending to the taboos and thus the essential intrigued for vote based framework gets weakened. In a majority rule government, media expected to observe events inside the society as a third party and engages the stream data for the people to help them to precise themselves and contribute to advancement the open supposition in a liberal way. Thus, they expand the boundaries political wrangle almost and drive administrative issues to consider open supposition and along these lines anticipate legislative issues being the because it was choice maker. Here the most point is the interceding the media but not making an aficionado inclination among political bunches and differing methods of insight Here the foremost point is the capture the media but not making an aficionado slant among political bunches and varying strategies of understanding. Here the most point is the interceding the media but not making an aficionado inclination among political bunches and different nationalities In this respect, media create gatherings through which the day by day issues may be talked about and grasp a casual control on purpose individuals pushing the governments or the legislators to consider open conclusion as the media organizations don't as it shaped the individual approaches but besides are affecting the creation open conclusion inside the get ready socialization .At this level, differing qualities the media picks up centrality to have a fair-minded upgrade. In a magnanimous popular government, everybody has the right to set up communication organizations. In any case, as this requires monetary control in commonsense terms, this infers that preservationist elites are administering the world thought. Other than, having a tremendous number of the media channels in a country does not basically pitiless media contrasts or openings and does not guarantee lion's share run the show commitment on their claim.

## **Press and Politics: Two Performing Artists in Setting the Agenda:**

Examining the agenda-setting issues focuses to clarify the Nexus between the media, open and political inspiration, and looks at how this instruct affects each. Media finished up at the Centereach day administrative issues and have a dynamic portion since their capacity to

# The Role and Relationship of Media Changing Scenario of Democracy System - An Overview

VOL. 01 | NO. 30 | JUNE. JULY. 2026

Date of submission 24-05-2026 Date of acceptance 10-06-2026

choose the day by day plan and to select what and how 'newsworthy' highlights got to be passed on to the bunches spectators. This implies that the press, like legislators, may besides have a political portion impacting the political handle and setting the circle political disputes. The media's portion in deciding which issues to be secured can besides negatively/positively impact the political or open plan (Vargas.J.N, 2012)

## **Constitutional Framework of Media:**

Subsequently, isn't outright, and even during typical time, sensible limitations may be imposed by the state on the opportunity of the media. Beneath article 352 as originally enacted, emergency may well be announced on grounds of war or outside animosity or internal disturbance. Under article 358 as initially sanctioned, there was automatic suspension of the basic rights given beneath article 19 when a crisis was broadcasted. A determined endeavor to check the Press flexibility, however, really started as it was after 1969. Indira Gandhi felt that the Press was as well basic of her ways and Mrs. Gandhi looked for to change its approach. Different dangers were held out by Government and steps proposed to check that area the Press, which was thought to be the foremost autonomous.

## **Press Media amid Post Crisis Period:**

In any occasion, after 19 months of national crisis and the control of the mass media, Indira Gandhi got to be so confident of her proceeded victory that Mrs. Gandhi called for a parliamentary decision in Walk 1977. At the same time, Mrs. Gandhi moreover expelled press censorship. The comes about the national decision, be that as it may, turned out to be disappointing for Indira Gandhi, her child, as well as for a few of her closest advisers. An overpowering open objection against the atrocities of Indira Gandhi's administration brought approximately a coalition government of a few little political parties. With the imposition of

'the Emergency', the Indian Press was gagged, it may have been enticing to respect this as a minor but not wholly unforeseen misfortune to freedom: India had only fallen into line with most third World Nations, in this way affirming the suspicious those who continuously had a few questions approximately the genuineness of 'the world's biggest democracy'. In fact, democracy is based on the inverse conviction: those human beings are not as it were competent of being capable for them, but want to be so (Himmelboim, I. and Limor, Y.2008)

## **Relationship of Democracy:**

Historic triumph of 'Janata Party' within the 6th Lok Sabha election was depicted as the triumph vote based system in India against the authoritarian crisis administration of Mrs.

# The Role and Relationship of Media Changing Scenario of Democracy System - An Overview

VOL. 01 | NO. 30 | JUNE. JULY. 2026

Date of submission 24-05-2026 Date of acceptance 10-06-2026

Indira Gandhi. Declaration of crisis in 1975 by Mrs Gandhi's government may well be criticized on the ground that it was the violation of the soul the majority rule structure, however, the existing arrangements related to declaration of the internal emergency were not as such pulled in so much feedback, but for the primary time it was felt that the exceptionally dialect 'internal disturbance' as the portion of the Article 352 was risky and lacks clarity and makes room for its abuse, subsequently, it should be revised with more clarity and preventive soul. Beneath this historic obligation the Janata administration took the work seriously and proposed number of protected alterations amid its rule either to rectify these corrections which were brought by the crisis administration to debilitate the democratic institutions for the purpose of rulers or to solidify the democratic beliefs for long haul.

## **Press Flexibility in India and Democracy:**

Opportunity of the press is at the heart of all freedom. Where there is no free trade of data and thought, no other liberty is secure. Flexibility of the press is one of the columns of a free society and implies of amplifying the wildernesses of liberty. In a popular government, a free press has a basic right to an adversary part. It ought to be free to criticize specialist at all levels within the general public intrigued, and to operate as guard dog over the government's dealing with in the issues of the people and the nation. A free press can be choked through economic weights. For occurrence, the government has no right to settle promotion rates for person daily papers or to use government promoting as a frame of support or to canalize newsprint supplies through a state monopoly (Stromback, J. and Kaid, L. L. 2008)

## **The Opportunity of Expression is Essential to Democracy:**

This key considering is based on the thought that vote based system – which sees that individuals have the proper to choose a government their choosing – cannot exist in any vital way without the proper to flexibility expression. There are different focuses on this methodology considering, but the fundamental concept is that in organize for vote based system to be sensible, the citizenry that votes in races and locks in open shapes with the government must be instructed and must have the right to require parcel direct in open discussion. In case there's no versatility expression – on the chance that individuals are not free to share information and express run considerations, suppositions, and political sees; and, the conclusion thing to that, in case individuals are not free to initiate information inside the shape a run thought, conclusions, and political sees – they will not be palatably well

# The Role and Relationship of Media Changing Scenario of Democracy System - An Overview

VOL. 01 | NO. 30 | JUNE. JULY. 2026

Date of submission 24-05-2026 Date of acceptance 10-06-2026

instructed to create suitable and basic political choices, whether at the vote box or in their intuitively with the government (Streb, M. 2011),

## Media and Society:

The media play role a positive portion of the majority rule government because it was in case there's an engaging environment that grunts them to do so. They require the basic capacities for the kind in-depth declaring that an unused lion's share rule government requires. There have to be as well being rebellious to ensure they are held dependable to the pen which ethical and pricing rules are kept up Media flexibility is guaranteed in case media functioning system are monetarily viable free from intercession media proprietors and the state and work in fast growing environment. The media came to as well be open to a wide a portion society conceivable. Endeavors to help the media need to be facilitated towards the security press rights, updating media obligation, building media capacity and democratizing media get Constructing not depend media in making countries requires more than adaptability talk, killed journalist, or strong commerce organization capacities. Engaging not depended media to perform the significant parts being a watch canine over the government and instructing people around the problems which impact of lives as well wanted to supporting welfare departments that is trade union and proficient affiliation for journalists, und an open instructed around these parts and commitments media and their work in an evenhanded and open society. In case a vote based framework is to non effectively in any country, it can be a must that the medium in all goodness have to be given full freedom and a free and it merit in airing its sees among the people and no pointless imprisonments have the constrained on it

The media can play a positive portion in the majority rule government because it was in case there's an engaging environment that grants them to do so. They require the basic capacities for the kind T in-depth declaring that an unused lion's share rule government requires. There have to be as well being rebellious to ensure they are held dependable to the open which ethical and pricing rules are kept up. Media flexibility is guaranteed in case media organizations are monetarily viable, free from intercession media proprietors and the state, and work in a competitive environment. The media got to as well be open to as wide a portion society as conceivable. Endeavors to help the media need to be facilitated toward: the security press rights, updating media obligation, building media capacity and democratizing media get to (Shirky, C. 2011), Building independent media in making countries requires more than adaptability talk, skilled journalists, or strong commerce organization capacities.

# The Role and Relationship of Media Changing Scenario of Democracy System - An Overview

VOL. 01 | NO. 30 | JUNE. JULY. 2026

Date of submission 24-05-2026 Date of acceptance 10-06-2026

Engaging independent media to perform the significant parts being a watch canine over the government and instructing people around the issues that impact their lives as well requires supporting organizations such as trade unions and proficient affiliations for journalists, and an open instructed around these parts and commitments media and their work in an evenhanded and open society. In case a vote based framework is to run effectively in any country, it can be a must that the media in all goodness have to be given full freedom and a free hand it merits in airing its sees among the people and no pointless imprisonments have to be constrained on it (Foulger, M.2013),

On the other side of the coin, media as well on its parcel have to appear an extremely careful, energetic, and fair portion in discharging its obligations without being affected by any particular political party or few individuals and have to treat everyone on a rise to adjust. On the chance that media does not discharge its obligation independently in any law based nation, the officials are bound to act like dictations or undoubtedly more unfortunate than them. Media carries with it a colossal obligation in a law-based setup which it must fulfill outstandingly carefully without any slant toward anyone by bringing out the honest to goodness truths a few times as of late the open (Hare, I. and Weinstein, J. 2009),

## The Importance of Media's Role in Democracy:

Media highlights a remarkably colossal parcel to play in a vote based system and its stature is in no way less than that authorities. In this way, it is authentically called the fourth Column vote based system i.e. Fourth Space. It is through media that individuals are gotten to watch out so different points' life which they are routinely numb. Bigger portion runs the appear government is insignificant without a free, reasonable, and enthusiastic media. Media is routinely hinted to as the fourth office government since the control they utilize and the oversight work they work out. The media's key parcel in a fair organization has been recognized since the late 17th century and remains a central run the show modern-day impartial hypothesis and hones (Keane, J. 1991),

## Summary and Conclusion:

This research is pointed to recognize, to understand the relation between media agencies and democracy. As the researcher mentioned in the above chapters regarding what the media houses are maintain relationships with the governments in the democracy system.

As researcher clearly indicated to readers in this study that what the present and past governments are maintained money centric or business oriented relations with the

# The Role and Relationship of Media Changing Scenario of Democracy System - An Overview

VOL. 01 | NO. 30 | JUNE. JULY. 2026

Date of submission 24-05-2026 Date of acceptance 10-06-2026

governments Why because most of the political parties are having special bonding with multinational corporations and fortune 500 companies in the country. Mostly private companies and governments are looting democracy together. Especially in a democratic countries the media should be perform very crucial role to give accuracy information to the citizens but in reality it is different. According to my opinion without having effective and transformative media there is no meaning for democracy. Most of the media owners are having special links with the governments and also they are mainly depends upon government advertisements. By analyzing the study the relation should be among the media houses and the democratic governments are without distinction of cast, creed, religion, gender, culture, civilization, must be able to provide free, fair and accurate information to the people.

## References:

1. Arikan, N. (2011). 28 Subat Surecinde Medya (Media in 28 February Process). Istanbul: Okur Kitapligi.
2. Balcytiene, A. (2012). "Culture as a Guide in Theoretical Explorations of Baltic Media", in Hallin, D. C. and Mancini, P. (eds), Comparing Media Systems Beyond the Western World, pp. 51-71. Cambridge: Cambridge University Press.
3. Baran, S. J. and Davis, K. D. (2010). Mass Communication Theory: Foundations, Ferment, and Future. Boston: Wadsworth.
4. Barnett, B. and Reynolds, A (2009), Terrorism and the Press: An Uneasy Relationship. New York: Peter Lang Publishing
5. Behrouzi, M. (2006). Democracy as the Political Empowerment the People: The Betrayal of an Ideal. Lanham: Lexington Books.
7. Bourrie, M. (2012). The Fog of War: Censorship of Canada's Media in World War Two. Vancouver: Douglas & McIntyre.
9. Briggs, A., & Burke, P. (2009). A Social History the Media: From Gutenberg to the Internet. Malden: Polity.
10. Census of India 2011 Report, "The Registrar General & Census Commissioner, India, New Delhi, Ministry of Home Affairs, Government of India".

# The Role and Relationship of Media Changing Scenario of Democracy System - An Overview

**VOL. 01 | NO. 30 | JUNE. JULY. 2026**

Date of submission 24-05-2026 Date of acceptance 10-06-2026

11. Comstock, G. A., & Scharrer, E. (2008), "The Psychology Media and Politics", Paris: Elsevier.
12. Cook, F. L., Tom, R. T., Edward G. G., Margaret, T. G., Protes, D., Donna, R. L., and Harvey, L. Molotch (1983). "Media and agenda setting: Effects on the public, interest group leaders, policy makers and policy", *Opinion Quarterly*, 47.1: pp. 16-35.
13. Curran, and Seaton, J. (2010), "Power without Responsibility: The Press, Broadcasting and the Internet in Britain", London: Routledge
14. Curran, J., Aalberg, T. and Aelst, P. (2010). "Media Systems and the Political Information Environment: A Cross-National Comparison", *the International Journal Press/Politics*, 15.3: pp. 255-271.
15. Estrada, G. and McCombs, M. E. (1997). "The News Media and the Pictures in Our Heads", in Iyengar, S. and Reeves, R. (eds), *Do the Media Govern? Politicians, Voters and Reporters in America*, p. 237-247. London: Sage.
16. Ewoh, A. I. E. (2004). "The Role of Non-Governmental Organisations in Public Policy in Africa", in Kalu, K. A. (eds), *Agenda Setting and Public Policy in Africa*, pp. 229-238. Burlington: Ashgate.
17. Farnsworth, M. S. and Lichter, S. R. (2008), "Media Coverage of US Elections: Persistence Tradition", in Strömbäck, J. and Kaid, L. L. (eds), *The Handbook of Election News Coverage Around the World*, pp. 21-40. New York: Routledge.
18. Fortunato, J. A. (2008). "Making Media Content: The Influence of Constituency Groups on Mass Media", New Jersey: Lawrence Publishers.
19. Foulger, M.(2013), "Social media's role in the 2012 US election: Obama breaks Twitter Records", Posted in the News & Events parent Category on November 7, 2012, available at: <http://blog.hootsuite.com/election-tracker-results/> (accessed 26 July 2013).
20. Gecer, E. (2017). Citizen Journalism and Democracy: The 15th July Coup Attempt in Turkey, *International Scientific Journal Media, Communication, Journalism and Public Relations*, 43-64.
21. Hare, I. and Weinstein, J. (2009), "Extreme Speech and Democracy", Oxford: Oxford University Press.
22. Himelboim, I. and Limor, Y. (2008), "Media perception freedom the press: A Comparative International Analysis of 242 Codes on Ethics", *Journalism*, 9.3: pp. 235-265.

# The Role and Relationship of Media Changing Scenario of Democracy System - An Overview

VOL. 01 | NO. 30 | JUNE. JULY. 2026

Date of submission 24-05-2026 Date of acceptance 10-06-2026

23. History of freedom of the press freedom in India Retrieved from shodhganga on 28<sup>th</sup> may 2019 India Mobile Association of India (2013) Research report "Internet in India 2013" available at: [www.iamai.in](http://www.iamai.in) (accessed 11 August 2013).
24. Kaplan, A. M. and Haenlein M. (2010), "Users of the World, unity the Challenges and Opportunities of Social Media", *Business Horizons* Vol. 53 No. 1, p. 61
25. Kaid, L. L. (2004), "Handbook of Political Communication Research", New York: Routledge
26. Keane, J. (1991), "Media and Democracy", Cambridge: Polity Press.
27. R., B. P. (2017). *Political Internet: State and Politics in the Age of Social Media*. London: Routledge
28. Streb, M. (2011), "Rethinking American Electoral Democracy", New York: Routledge.
29. Stromback, J. and Kaid, L. L. (2008), "The Handbook Election News Coverage around the World", New York: Routledge
30. Shirky, C. (2011), "The Political power of social media- Technology, Public sphere and Political Change" available at: [www.foreignaffairs.com/articles/67038/](http://www.foreignaffairs.com/articles/67038/) (accessed 27 July 2013).
31. Vargas.J.N, (2012), Review of book "The power of the people is greater than the people in power: A Memoir" by Weal Ghonim published by Houghton Mifflin Harcourt, available at: [www.nytimes.com](http://www.nytimes.com) (accessed 12 August 2013).
32. <https://owlcation.com/humanities/A-Short-History--Media>
33. "Internet History Timeline: ARPANET to the World Wide Web." Kim Ann Zimmermann & Jesse Emspak, *Live Science*, June 27, 2017.
34. "Media History Timeline." Pr. Jim McPherson, Whitworth College, 2002 <https://owlcation.com/humanities/A-Short-History-T-Media>
35. "What Happens Online in 60 Seconds?" Robert Allen, *Smart Insights*, February 2, 2017.
36. <https://thewire.in/communalism/india-press-freedom-gauri-lankesh>
37. <https://thewire.in/media/andhra-pradesh-media-freedom-jaganmohan-reddy>
38. <https://thewire.in/media/world-press-freedom-day-triumphs-travails-regional-media>