

Media and Questions on Credibility: A Study on Minority Community

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Abstract

Media is able to set its plan to produce a specific idea, desired effects and it also has the power to influence the audience within the society or for the people living in that specific society. Whatever content media present, portrait, what it planned to promote and creating some issues as the importance of each audience. Agenda-setting theory also tries to explain the same phenomenon of media. Maxwell & McCombs explain that the media (especially the news media) is not only successful in telling us what to think but also, they are stunningly successful in telling us what to think about (McCombs & Maxwell, 2005). But several report state that in the last few years media lose the credibility between the audience, as well as media content, is also poor quality. Credibility is the most important factor to influence the information. This paper emphasis the credibility of media.

Key word: Media, Minority, Credibility.

Introduction:

There has been a lot of development in the Indian media sector in the last decade but it is also noticed that lack of quality content emerges in the media sector. According to the various reports that most of the developed countries media reach in their pick point and now their growth graph is in saturation point. It is also noticed that most of the media institute facing financial challenges not only in a developed country but also in developing countries.

In May 2017 the ABC (Audit Bureau of Circulation) published a report on the status of print media all over the world. ABC revealed that in the last decade, the spread of newspapers has increased by 60 per cent, 39.1 million copies to 62.8 million from 2006 to 2016 respectively. In recent years, according to the report, data of the year 2015 shows that the circulation of newspapers in India has increased by 12 per cent. Other developed countries like the United Kingdom (12 per cent), the United States (7 per cent) France and Germany have declined in the circulation of the newspaper by 3 per cent. That is the exact scenario in India which shows that the future of the print media is on the boom. After the massive growth in Indian media sector, After the notable growth in the Indian media sector, it is also noticed that the lack of quality in media content which is separate the media from the real world.

In recent few years, Indian media has down the quality of public opinion, It also seems in several reports that most of the media institutions emphasize to spread the voice of the upper class or elite group of communities, not the marginalised group (Bidwai, 2011).