



The role of mass media in public administration

Trupti Mishra

Assistant Professor Amity University Lucknow, Uttar Pradesh, India

Abstract

The government of any country tries to build its beautiful and clean image. The people take part and interest in all the development schemes and activities started by the government. For this the government takes help of the mass media to exchange views and discuss problems. The mass media plays a major role in spreading the progress and developmental issues. In a similar way the government also comes to know about the needs and problems of the people through mass media. In the lack of a good administrative system it is difficult for any organization to function. In the present era administration is an important element of any state and society. Administration plays a major role in building health, agriculture, security, education and organization. In the modern era development administration is also needed because it is capable of carrying out the creative and meaningful activities for humanity. In the context of India no development schemes may be considered successful until we understand the factors of development administration. This paper attempts to highlight the interrelationship between public administration and mass media in successfully implementing different development schemes and programmes of the government.

Keywords: public administration, development, mass media, government, state, people

Introduction

In the ancient times the needs of man were limited, so the work of the state was also limited. The work of the state was to maintain peace and harmony but with the growing necessities of man the work of the state also increased. Now the character of state has transformed from police state to welfare state due to which the need for public administration increased; the character of the state has inclined towards an administrative state. As a result, there is need for more capable, hardworking and honest administrators.

In a democratic and developing country like India public administration is considered to be the main medium of implementation of the entire policies and goals. In a democracy like India the complete responsibility of the welfare of the people is inherent in the government. The implementation of government policies takes place through the administration. All the programmes and schemes are for the benefit of the people. So it is important to get the cooperation of the people. It is equally important to get the feedback and response to the different development programmes by the state for the people. For this it is necessary to create awareness in the people. In this way public relations and public cooperation are an important factor of public administration.

Public administration and public relations are closely associated with each other. From the historical point of view till present scenario the character of public relations has evolved. Now it has extensively transformed into different mass media. It is often seen that due to various pressures the people cannot participate in various development schemes. Although development communication deals with creating awareness and getting maximum participation but it is not so successful. It is necessary to keep a check on bureaucrats and administrators so that power is not misused. In a representative democracy the administration is answerable to the people. And this is checked through different means

of mass media and press. Through the different forms of mass media the information is sent to groups of people extensively which lends a voice to the views of the people. It also plays a major role in minimizing gaps, in removing anarchy and in expressing the desires of the people. The responsibility of man's activities from conception till death lies with the administration and it is also true that mass media keeps an eye on the same. So it is not wrong to say that administration and mass media are complementary to each other. In developing countries new communication techniques play an important role.

Mass media are a reason for development. They are extremely helpful in the decision making process and economic and social development. The main motive of communication is to spread the information or views to that strata of society who are connected to it or to whom this information is to be sent so that all become aware and gain benefit. Not only this but bringing the problems of the common man to the administration is also done by the mass media. Therefore it acts a mediator between people and administration but sometimes bad political intention and conservative approaches are some of the reasons which act as a deterrent.

The work of mass media

- To maintain cordial relations between social components so that reaction can be found according to surroundings
- Information, education and entertainment are the important work
- Determining Agenda of any government scheme

Whenever we talk of development the participation of the people automatically comes into it. How far can mass media contribute to this role of administration and what is the behavior of mass media towards administration are two equally important questions. Administration affects every aspect of life directly or indirectly. Administration is

affected by tradition, civilization, culture, political, economic and social environment. All this have connection with man. Public administration deals with activities of administrative departments, it's accomplishments, the relationship of employees and officials with the people, image of administration and problems of administration. In this context the mass media can help the administration in implementing and initiating policies, programmes and that is where development administration plays a role.

Conclusion

It is clear that mass media can contribute to the development of nation in an important way so it should be used as a tool in the progress of the different development programmes by the administration. Mass media should review the programmes and schemes so that it is easier for development administration to implement it. They should also pay attention to whether objectives of development are related to the needs of those areas for which they are formed. Are the policies reaching the target people? Role of mass media is seeking attention of policy makers who are involved in development administration which affects the common people in a direct or indirect way and ensures the participation of maximum people. If there is less participation of the people in any development programme it will be considered unsuccessful. Mass communication is a mediator between the government and the people. At every level development administration has to get the association of people. It holds true to say that to increase the participation of people the use of mass media is appropriate.

References

1. Rayudu CS. Communication; Mumbai; Himalaya Publishing House, 2007.
2. Aggarwal VB, Gupta VS. Handbook of Journalism & Mass Communication. Concept Publishing Company.)
3. Rogers Everett M. Communication and Development: Critical Perspectives, Beverly Hills, Sage Publications, 1976.
4. Bhattacharya Mohit. New Horizons of Public Administration, 2008.
5. Balan KR. Applied Public Relations and Communication; New Dekgu; Sultan Chand & Sons, 2003.
6. Subir Ghosh. Mass Communication; Kolkata; Sahitya Sangsad, 2004.
7. <http://www.youthkiawaaz.com/2011/08/itc-e-choupal-empowering-rural-india-research/>