

EDITORIAL

The enormous and unbelievable technological innovations have resulted into information revolution which has the potential of embracing the entire world as it diffuses into all elements of society-technical, economic and social. If we make macro-analysis of three sectors of our economy i.e. agriculture, manufacturing and services, all jobs which are concerned with information processing and club them into fourth sector that of information sector, we find that this new sector accounts for substantial share of total employment in agriculture, manufacturing and services. This proportion is still increasing. We may call this phenomenon as the informatization of society. Informatization refers to the extent by which a geographical area, an economy or a society is becoming information-based, i.e., increase in size of its information labor force. Usage of the term was inspired by Porat's categories of ages of human civilization: the Agricultural Age, the Industrial Age and the Information Age. Informatization to the Information Age is what industrialization was to the Industrial Age.

This has greatly promoted information sector in India significantly contributing to the economy. Parallel to this is the societal effects of informatization i.e. media effects of television, internet, mobile etc. The Indian society traditionally print oriented is being more and more dominated by electronic media like TV, mobile, internet which has culminated into substantial increase in violence coupled with propaganda. It can change opinions because they have access to people and this gives it a lot of strength. This strength can either be used constructively by educating the people or it can be used destructively by misleading the innocent people. Power of the media can transform the whole society especially in the developing countries it can be used as a 'weapon of mass destruction'.

Today the creation, distribution, diffusion, use, integration and manipulation of information is a significant economic, political, and cultural activity. Internationally information technology (IT) is being used in a creative and productive way.

But I think the most important use of media is to educate the people about the basic human rights. Media plays a very important role in the building of a society. Media has changed the societies of world so much that we cannot ignore its importance. First of all we should know what the media is?. Media is a source of information or communication. Considering this fact that media has the power to influence society, it should know its responsibility towards society. It should feel its responsibility to educate the society in a positive way. It should be giving us fair analysis and factual information.

Media plays a vital role in every one's life. In today's modern society media has become a part and parcel of our life. Its duty is to inform, educate and entertain. It is considered as the 4th pillar of our society.

The cultural changes are visible more and more. The individual and social values have been distorted because of media's influence. The communicational, educational and cultural effects have both positive and negative shades. The time has come when people should be made more aware of the ill effects.

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