

Changing dimensions of media

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ABSTRACT

There was a time when journalists, doctors, lawyers, etc. were recognized as pesa seva karma. He was respected in society. Journalism was called a mission, which used to be self-respecting for a journalist. He used to do journalism for that mission, it was his mission to do everything possible for his mission and to test the news on sacrifice, sacrificial tapestry and uncover his public opinion. At that time, there used to be only one person, journalist, editor and owner in a newspaper and he used to take out newspapers even after being in dry, dry and dry many times for the success of his mission. The aim of the journalists of that era was the transformative development of the society, and the dream of tomorrow was a golden dream.

Introduction

But today the circumstances have completely changed. The importance of media is in front of the whole society. Now the mission of the media has become more mission less 'commission'. Presently there is a huge rush of newspaper magazines. Every other day, the new news medium is rocking the news market with a new tone and content. Now newspaper magazines are also running like industries. Now new circumstances have emerged. Where previously only a section of journalists used to be editors, publishers and actors, now the scene has changed, now the operator is a different person, the editor is different. And the journalist has become a salaried employee. Although there has also been a new system of printing and new techniques have been adopted in the media, but in this era of competition, the media seems to be leaving behind its original purpose, its original purpose.

Somewhere it seems that the media has forgotten its main objective. Talking about print media, every extent is being crossed to make your newspaper visible and for sale. Sometimes in the news and sometimes through pictures, nudity is being served with new definitions in the name of so-called decency. Now, instead of

Janapaksha, newspapers are beginning to see their benefit. Its glimpse is clearly visible in the news. After observing any newspaper, you can easily tell what is being tried to say between the news. Why is the small news being given unnecessary detail. Through the news of allegations and counter-attacks, efforts are being made to target whom and why.

The advertising world is taking hold of print media very fast. Why do today's print media feel so comfortable with words like 'tree news' advertorial' as they try to influence public opinion through advertisements and influence it? For advertisers, there was a trend of putting news boxes on the first special pages, which is now slowly growing and is seen taking the entire newspaper in its wake. Now the 'boo' of advertisements has started coming from news and news packages. Amidst all this, the real news seems to be struggling for its existence.

Amid growing influence, the media profession has become increasingly vulnerable, surrounded by crises. Fascinated by the glare of the media, the boys are eager to join the girls. Media houses are also giving invitation

to them to come to their institute without any preparation and without any minimum qualification.

Conclusion:

Say that when one needs a professional degree to become a doctor, engineer, teacher and lawyer etc. then why should there not be minimum qualification to

become a journalist. Recently the Press Council of India has also expressed its views on the minimum qualification of journalists. Only time will tell what will be the minimum qualification for journalists, how long it will be and how far it will prove to be effective.

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