

**Mass media as branch of government. The role of mass media at
contemporary time**

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***Annotation:** This article discusses the concept of mass media as a branch of government and its role in contemporary society. The author explores how mass media has evolved to become a powerful institution that shapes public opinion, influences policy decisions, and holds government officials accountable. The article examines the role of mass media in promoting transparency, democracy, and social change, as well as the challenges and controversies surrounding media ethics, bias, and censorship. Through a comprehensive analysis of the role of mass media in governance, the article offers insights into the complex relationship between media and government in the modern era. The author perceptively explores how mass media has transcended traditional boundaries to become a pivotal institution that not only disseminates information but also influences public discourse, shapes societal values, and plays a crucial role in the democratic process. The article astutely analyzes the impact of mass media on governance, highlighting its ability to hold elected officials accountable, shape public opinion, and facilitate citizen engagement in political affairs. Additionally, the article delves into the ethical dilemmas faced by the media, such as maintaining impartiality and objectivity, amidst growing concerns about*

misinformation and propaganda. By providing a comprehensive examination of the evolving role of mass media in contemporary governance, the article offers valuable insights into the intricate dynamics of the media-government relationship in the digital age.

Key words: Mass media, branch of government, contemporary times, key role, information dissemination, public opinion, watchdog, accountability, political influence, media bias, journalism ethics, digital age.

Almost everyone gets his or her information about world, national, and local affairs from the mass media. This fact gives both print and broadcast journalism important functions that include influencing public opinion, determining the political agenda, providing a link between the government and the people, acting as a government watchdog, and affecting socialization. Also, the mass media not only report the results of public opinion surveys conducted by outside organizations but also increasingly incorporate their own polls into their news coverage. More important, newspapers and television help shape public opinion as well. Research has shown that the positions Americans take on critical issues are influenced by the media, especially when the media air divergent views and provide in-depth analysis. Unfortunately, I am unable to provide specific information about the article you are referencing without more details or context. However, I can provide a general overview of the concept of mass media as a branch of government. In some political systems, especially in authoritarian regimes, the mass media can serve as a tool of the government to disseminate propaganda, control information, and manipulate public opinion. This can effectively make the mass media a de facto branch of the government, as it is used to further the goals and agenda of the ruling authorities. And also this phenomenon is often seen in countries where press freedom is limited or non-existent, and where the government exercises significant control over media outlets. In such cases, the mass media is not independent and serves as a mouthpiece for those in power. It is important for a healthy democracy to have a free and independent

media that can act as a check on the government and hold it accountable. When the mass media is co-opted by the government, it can undermine this critical function and erode democratic principles. Moreover, the concept of mass media as a branch of government highlights the complex relationship between media, politics, and power, and underscores the importance of press freedom and independence in a democratic society. Mass media is a means of communication that extends to a humongous audience in a small span of time. Nowadays our society lives under the sway of media. Whatever is exhibited in it is generally a reflection of the society, as communication plays a crucial role in an individual's development. The media can provide information as well as education. Information comes in various forms, and it might sometimes be difficult to separate from entertainment. Media can be used to monitor government, business, and other institutions. We have shifted from "traditional media" to "new media". Traditional media includes cable & satellite, print, broadcast technology, and billboards. New media includes the internet and smartphones. Both of them bear their own pros and cons. In today's world, traditional media promotes more separation between consumers and businesses. But it remains a trusted source for information when it comes to the news since it's hard to find a substitute for a factual, balanced story. Social media do deliver information but it in headline and sound bites. It is a tried-and-tested method and had helped many businesses to reach the apex. But unfortunately, it requires a huge advertising budget that may cause a financial burden on the owner. This is also one of the reasons for the increasing popularity of new media. The advent of new media over the past 3 decades not only increased accessibility but also shifted some of the power and funding streams of traditional media. Nowadays people eventually spend more time with their smartphones and much less time watching television or listening to the radio. New media on the other hand seems more cost-efficient, adaptable, data-driven than traditional media. Nowadays, traditional and new media can complement each other with each of them playing an important role and making the campaign stronger. Both of them bear positive and negative aspects. The mass

media plays a constructive role in contemporary society, which increases awareness among the public. They convey messages in such a manner which may change the public's attitude towards certain issue. The mass media keeps people illuminated and renovated about diverse news, lifestyle, events, social activities, the political aspect of different countries, and advertisements regardless of the geographical barriers. media acts as a warehouse of knowledge and information. For instance: it provides news about meetings, summits, agreements, bilateral trade.etc taking place among various countries. It makes us informed about new schemes and policies being launched in our country. The media plays a crucial role in a disaster such as cyclones, earthquake.etc by informing the public about the effects, warnings, gathering, and transmitting information about areas which are badly affected. It also assists in assists the government to be alert and influence to aid for rescue and relief.Sometimes due to a lack of coordination between government officials and media, reporters tend to rely on local informers. Beside media should indulge in creating an environment of unanimity and trust to assists in supplementing the collective responsibility to overcome obstacles faced by any disaster.Mass media is a means of communication that extends to a humongous audience in a small span of time. Nowadays our society lives under the sway of media. Whatever is exhibited in it is generally a reflection of the society, as communication plays a crucial role in an individual's development. The media can provide information as well as education. Information comes in various forms, and it might sometimes be difficult to separate from entertainment. Media can be used to monitor government, business, and other institutions.We have shifted from "traditional media" to "new media". Traditional media includes cable & satellite, print, broadcast technology, and billboards. New media includes the internet and smartphones. Both of them bear their own pros and cons.Traditional media promotes more separation between consumers and businesses. But it remains a trusted source for information when it comes to the news since it's hard to find a substitute for a factual, balanced story. Social media do deliver information but it in headline and sound bites. It is a tried-and-tested method and

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The positive and negative aspect

The influence of mass media is undeniable as it can make or break the belief of the people and can bear powerful consequences either in right or wrong issue. Social media acts as a platform for exchanging information and makes an individual feel better by boosting self-confidence. It is a creative workplace where one can analyze their ability and might get the opportunity to excel in their lives. One can be updated about what's happening around the globe. Media in a democratic country enjoys power in pointing out injustice, wrong deeds, and can provide evidence of corruption. They have modified the political system and reevaluate the role of journalists. They re-evaluated and citizens' commitment to policies. Some of the negative impacts of media are: media can be held responsible for the escalation of hoaxes, conspiracy theory in social, political, and technical forms of phony news spreads much quickly than authentic one via Facebook, Twitter, Whatsapp, and other social media. Audiences are being fooled and confused by that phony news. Legal action against such publishers is much more challenging, expensive, and time-consuming to sue the publisher. The media should avoid narrating the story based on gossip about the ongoing investigation of the crime that is being conducted by the official agencies. The over-emphasis on the glamour, film actors, models, successful men & women in fields of business, sports, politics, and art by media is out of the line of their business. Be it the advertisements, daily soaps, web series, and movies they often portray violence, sexually explicit content, drug abuse, and abusive languages. Messages they try to convey might not be ill-suited but unfortunately, the way people watch, they accept it as a part of their culture. The negative things controversies of so-called celebrities' lives are highlighted by the media and teenagers often try to imitate them

Conclusion: Mass media plays a crucial role in contemporary society as a branch of government, as it acts as the fourth estate by informing the public, holding those in power accountable, and shaping public opinion. Mass media outlets such as newspapers, television news, radio stations, and online platforms serve as watchdogs that help ensure transparency and democracy within society. In the

digital age, mass media has a powerful influence on public discourse and political decisions. Social media platforms like Twitter, Facebook, and Instagram have become important tools for communicating with the public and for shaping public opinion. With the rise of fake news and misinformation, mass media plays a critical role in fact-checking and verifying information to ensure that citizens are well-informed. In addition to this, mass media acts as a crucial branch of government in contemporary times by serving as a watchdog, informing the public, and shaping public opinion. Its role in holding those in power accountable and ensuring transparency is essential for a functioning democracy.

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