

ROLE AND IMPACT OF MEDIA ON SOCIETY: A SOCIOLOGICAL APPROACH WITH RESPECT TO DEMONETISATION

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ABSTRACT

Media is the reflection of our society and it depicts what and how society works. Media, either it is printed, electronic or the web is the only medium, which helps in making people informed. It also helps in entertaining the public, educate and make people aware of the current happenings. Media has today become the voice of our society. There is a variety of media platform that has stimulated the thoughts of the young generation and other sections of our society, more eloquently. The research study, aims at analyzing the role of media and its effectiveness at the time of demonetization. The main objectives of the research work are to study the role of media in awarding people about demonetization and its impact. The research will help in studying the nature of media in disseminating information on important issues and how people get informed about issues related to current events. A survey of 300 people was conducted in South City and Eldeco colony, Lucknow. The researchers prepared an interview schedule for the data collection, keeping in mind the role and nature of media, in creating awareness among people. The research study was conducted through convenience sampling. The research work focuses on the behavior and the access pattern of media at the time of demonetization

KEYWORDS: Media, Sociological Approach, Demonetisation, Impact on society