



SOCIETY CULTURE AND MEDIA

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Abstract

The society is the basic of future and media also. Society creates culture and culture develops society. All are depends on individuals. Media is the reflection of society and culture. Their relationship is the mirror of a state. Our favourite poet Sankha Ghosh said that , you are so that ,that media create to you. So, media is stronger than others. We are trying to search the enter bonding of these three components.

Aims and Objectives

- *To understand what is actual society.*
- *To uphold the definition and felling of culture.*
- *To unfold the role of media.*
- *to understand their relation.*
- *To uphold a real scenario of present context.*

Society

Individual is the basic component at present society. The relation of individuals with each other gives birth to group. They interact with each other and develop relationships and bonding with each other, leads to a society. The players in play ground came together is not a society, but just an aggregate of people. Within the society there are some definite patterns on the basis of likeness and differences. "Likeness" creates a chain of relations among the individuals having similarity in one or more conditions', like as same residence, same caste, race, family and kinship, college, age, sex etc.

Consciousness of kind is developed and the people of similar interests are get together , as a result, the formation of various groups and categories. Without difference in socio-cultural conditions of a society the human life would have been monotonous . The system of give and take relationship creates important roles in human life. These differences lead to variety of human behaviours and division of labor; the process of specialisation is developed. Man is dependent on society for basic needs and satisfaction i.e. food, cloths, protection, education, etc. There are societies on local, state as well as on national levels.

There are many definition of society like as

Prof Wright: It is a system of relationships that exists among the individuals of the groups.

Linton: Any group of people who have lived and worked together long enough to get themselves organized and to think of themselves as a social unit with well defined limits.

A.W. Green: It is the largest group in which individual have relationships.

Maclver: It is a web of social relationship, which is always changing.

Adam Smith: Society is an artificial device of Natural economy.

Culture

- Culture is a collective of knowledge, experience, beliefs, values, attitudes, meanings, hierarchies, religion, notions of time, roles, spatial relations, concepts of the universe, and material objects and possessions acquired by a group of people in the course of generations



through individual and group striving. On the other-hand Culture is the systems of knowledge shared by a relatively large group of people. Communication is main key of culture. In the broad sense culture is cultivated behaviour; that is the totality of a person's education, accumulated experience which is socially transmitted, or more briefly, behaviour through social learning. A culture is a way of life of a group of people of their beliefs, values, and totems that they accept without thinking and that are passed along by communication and imitation from one generation to generation. Culture is symbolic communication like as symbols include a group's skills, attitudes, knowledge, values, and their motives also. The meanings of the symbols are learned and deliberately perpetuated in a society. Culture consists of patterns and implicit. Behaviour acquired and transmitted by symbols, constituting the distinctive achievement of human groups. The essential core of culture consists of traditional ideas and values; culture systems may, on the one hand, be considered as of actions. It is also depends on conditioning influences upon further action. Culture is the sum of total behaviour of a group that are generally considered to be the tradition of that people and are transmitted from generation after generation. Culture is a collective programming of the mind that distinguishes the members of one group or category of people from another.

- The ideas, values, beliefs of people that earn as members of society create human nature. Optimistic version of cultural determinism place no limits on the enhancing of human beings to do or they want. Some anthropologists suggest that there is no universal "right way" of being human. It is also true that "right way" is almost always "our way"; that "our way" in one society almost never corresponds to "our way" in any other society. Proper attitude of an informed human being could only be that of tolerance. The optimistic version of this theory postulates that human nature being infinitely malleable, human being can choose the ways of life they prefer. The pessimistic version maintains that people are what they are conditioned to be; this is something over which they have no control. Human beings are passive creatures and do whatever their culture tells them to do. This explanation leads to behaviourism that locates the causes of human behaviour in a realm that is totally beyond human control. Different cultural groups think, feel, and act differently. There is no scientific criterion for considering one group as intrinsically superior or inferior to other. Studying differences in culture among various groups and societies conjecture position of cultural relativism. It does not imply usually for oneself, nor for one's society. However, it calls for value judgment when dealing with groups or societies different from individual. Information about the nature of cultural differences between societies, their roots, and their consequences should previous judgment and action.

Cultural differences manifest themselves in different ways and differing levels of depth. Symbols represent the most superficial and values the deepest manifestations of culture, with heroes and rituals in between. Symbols are words, gestures, pictures, or objects that carry a particular meaning which is only recognised by those who share a particular culture. New symbols easily develop, old ones disappear. Symbols from one particular group are regularly copied by others. This is why symbols represent the outermost layer of a culture. Rituals are collective activities, sometimes superfluous in reaching desired objectives, but are considered as socially essential. They are therefore carried out most of the times for their own sake. The core of a culture is formed by values. They are broad tendencies for preferences of certain state of affairs to others like as good-evil, right-wrong, natural-unnatural. Many values remain unconscious to those who hold them. Therefore they often cannot be discussed, nor they can be directly observed by others. Values can only be inferred from the way people act under



different circumstances. The true cultural meaning of the practices is intangible; this is revealed only when the practices are interpreted by the insiders.

Media

The great poet Sanka Ghosh said that, MUKH DHEKE JAY BIGGAPANE. Now a days the social media is too strong. The term media, which refers to the communication channels through which we disseminate pictures, cinema, news, music, films, education and other data. It includes physical and online newspapers and magazines, television, radio, billboards, telephone, the Internet etc.

It describes the various ways through which we communicate in society. Because it refers to all means of communication, everything ranging from a telephone call to the evening news on television can be called media.

The technology of media has made viewing increasingly day by day easier as time has passed throughout history. Children are interested to use media tools in home, school and are aqared to have a general understanding of the various technologies available. The internet is one of the most effective tools in media for communication. Tools, such as e-mail, Whatsapp, Skype, and Facebook have brought people closer and created new online communities. It is an important source of communication. In a large consumer-driven society, electronic media such as computer, television, and print media are important for distributing advertisement media. More technologically advanced societies have access through newer media than less technologically advanced societies. Role of advertising, media is a tool to share knowledge all around the world. Media is developing connection between politics, culture and economic life and the society. The role of modern technology as a way to come across social, cultural, economical, gender, national barriers. The internet is a solution to overcome the "gap" between developed and developing countries and they will get a chance to learn from each other. Consequently, media is a modern form of communication aiming at spreading knowledge within the whole world, without any form of discrimination.

Media has helped to connect diverse people from far and near a geographical location as like Gita's shloka,"*BOSUDYOIBA KUTUMBAKAM*". It has also helped in the aspect of on-line businesses and other activities that have an on-line version. All media intended to affect human behaviour is initiated through communication and the intended behaviour in psychology. Therefore, understanding media and communications psychology is the main point of understanding the social and individual effects of media. The broad field of media and communications psychology combines these established disciplines in a new way.

The information revolution is based on modern advancements. In the 19th century, the information "boom" rapidly advanced because of postal systems, an increase in newspaper accessibility. These advancements were made due to the increase of people becoming literate and educated. The methodology of communication has changed and dispersed in numerous directions based on the source of its socio-cultural impact. In the basis of media it affect religious or ethnic minorities take the form of racism in the media and religious bias in the media.

Relations

Man, as a social animal, builds society with a view to achieving a peaceful, harmonious, and secured life. Progress of man's social, historical, political and cultural traditions has its roots deeply anchored in



the society he lives in. Therefore, it goes without saying that society and culture are inter-related to each other; one is inseparable from the other. Society is the fertile soil, the hinterland where the harvests of culture are nourished, cultivated and developed. The more the social landscape is fertile, the more rich, the more variegated and the more panoramic the culture of the human beings, that dwell in the society, is. That is so many cultures have emerged in human civilizations throughout the ages on this globe. Ideas, customs, life style, social behaviour of a particular community of people or society of a given period time mark the culture of a region or a country as a whole. It is the progress of time that brings about a change in the cultural aspects of human beings. A close observation is sure to reveal the conspicuous differences in ancient Indian culture, and in the modern culture of India. In 20th century popular culture, the arts, music, sculpture, and other manifestations of human intellectual achievements are collectively regarded as the modern Indian culture. Furthermore, ours is a country that possesses the most variegated culture of the world by virtue of her pluralistic character, and her power of adopting various alien cultures as her own without affecting her basic entity. As dynamism is the basic characteristic of a developing society, so also is the soul of culture. Quite obviously, culture of one epoch differs from that of another and yet there remains an inherent unity and uniqueness in them. Thus the identity of a society is, unquestionably not marked so much by anything else other than by its cultural heritage.

Conclusion

So far as the media is concerned, it is called the fourth pillar of democracy. Today we live in a technological world where mass media plays a most influential role in changing the social life as well the cultural life of modern man. Without any elaboration it may well be said, and almost every sane person will agree that mass media, in the field of culture of a society, is both a help and a hindrance. It is a help in the sense that it introduces the culture of a society to the global community effectively and rapidly by transmission. on the other hand, the cultures of other country are brought to our hearth and home giving a great opportunity to be acquainted with different cultures. But the alert citizens should be aware of the values of of the society they hold and the belief they harbour. This is because the tremendous influence of media may have a hazardous shift in the aspect and views of culture, there by affecting the basic tenets of culture.

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