

## Magnitudes of Media & Obfuscation effect on Policymaking: Importance to regulate the misinformation generate by Media

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### **Abstract**

*Post World War media engagement increase to form the opinions encounter rational shift in building societal integration. Communication advances were made through wire and radio leading to promoted & improved electronic aid for navigation. This paper distinctly center around the potency of media in fast changing world scanerio. How media create the perception of the people by deceptive coverage that have direct impact on Public Policy. Additionally, Conclusive extractive focal point of this paper is can public policy regulate misinformation of media. Measures to synchronize the media with accurate message express to public that will help policymakers during the implementation process. This study assess responsibility aspect of media must account under Public Policy. This paper explore different factors determining or influencing media coverage and effecting Policymaking. Also, interpret how political consensus changes and affect media coverage. The crucial nature of the political system is from time to time manipulating the media to conquer the electoral system, how media must contain themselves in a constantly changing political atmosphere and maintain ethics of journalism.*

**Key words:** Policymaking, mass media, print media, social media, media responsibility.

### **Introduction**

Media emerged in new spectrum after 1980s in the form of tabloid newspaper, Talk shows interviews, Radio & Television interviews; 90s was break through phase with cable connectivity. Simultaneously, Government engagement in media was increasing. Media coverage is decisive because media cogitate as Fourth Pillar of democracy as well as of Political system. Media start investigate on the issue, make public aware about issue that lead to policymakers take substantial steps and relevant changes in existing Policy. Media establish the nature, result of policy issues in

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the way that fundamentally change public opinion. The focus is not just on matters in fact on different types of policy solution. Media become extremely helpful during the process of policy implementation to spread message to people through the medium of media. Subsequently, media play integral role to provide information about government issues and policies. Media consider as increasing the efficiency and transparency of the system, not let political parties malversation their power.

Politicians turned to new media to circumvent the mainstream press control over news agenda. The infotainment emphasis of new media at the early stage offered political leaders and candidates a friendlier venue for presenting themselves to the public than did hard news outlets. (Moy, 2009) Media act as the 'Fourth Pillar' of Government to determine that the government can be held accountable by the public. However, must not forget the systematic deregulation of media system worldwide is diminishing the ability of citizens to positively participate in Policymaking process. The fundamental role of media in democracy is to critically analysis & investigate well the affairs.

Legitimate the freedom of ownership rules and control, has resulted in melt down the diversity of production. Losing diversity over the media domination is increasing by westernized global congestion. Massive media conjunction also fulfill the role of powerful political actors; In this system their close connections with corporates, media limit their ability to investigate the government and represent perspectives from all angles. Hayes and lawless (2012) observed media coverage of Political events correlates with increased political engagement among the mass public, mainstream journalists do not believe that encouraging participation is their responsibility. Social media can be used to provide platforms for citizens to comment on government proposals or to participate in a shared Policymaking projects (Noveck, 2010; Coleman & Shane, 2012).

Policy processes are formulate and governed by historically grown institutions, which shared certain values in a political community. They work as a common understanding system for actors that frequently interact in development process and implementation of Policy projects. Policy agenda of active conflicts set by journalists and editors, reporting pattern conclude their dominating selecting news values that what's matter should be cover which source must go with it. Major political parties or policymakers restrict policy to certain boundary of contemporary news standards. Nature of this type of news standards are conservative ideology that strengthened by media's commerce orientation. Journalists support the role of Political perception as well as policy structure structured by institutional actors. Media made policies stereotype that is how policy outcome scrutinize. Political rhetoric may appear to alarm impact of media.

In literal meaning if we understand, media coverage has specific consequences for. Policy decisions when setting policy and Political discussion come into play. Media is integral point for understanding the political system and framing decisions about special or sensitive issues, however real crisis, wider policy priorities or government issues are largely untouched. Media as usual provide more coverage to sensational issues & less concentration on policy driven conflicts. Some authors even argue that the growing dominance of the media has led to the emergence of a new

type of democracy as media democracy (Meyer, 2002). Extensive study of literature confirm that media are now taking an active part in the public representation of politics by shaping the agenda of Political discourse and by contributing their own preference in political controversies (Bennett & Entman 2001; Iyengar & Reeves 1997).

Gulf War in 1991, Drugs control, Berlin War, Kuwait War (American Involvement). Over the last 2 decades the media coverage have significantly increased on reporting crises around the world. Entman (2000:17) focused on US national media seem to provide the most consistently interventionist elite voices in post cold war America. Althaus (2003) confirms this to some extent but points out that instead of generating policy alternatives the media focus on procedural aspects of policy implementation thereby influencing the public's evaluation and acceptance of policy decisions. Influence of media is different on stages of the policy process such as policy formation agenda, policy definition and Implementation. It is right to assume that media impact stronger during formation of agenda for policy and Implementation when the watchdog role encourages criticism and the search for policy failure. Media contribute to transform the notion, hold the political eliticism accountable, express the needs of the audience, exposes the misuse of power in Democratic system.

Use of media is new in 21th century, infact traced back from the time of French revolution, when Rousseau expressed importance of media as necessary facet of Democratic system since that time media has been use as a powerful equipment in mending, covering governmental policies and establishing free societies. It does not exclusively formulate policy, however having positive influence over the basic public policy agenda. Policies are designed by legislature Implementing by executives, media play the role of mediator between the state & society, show the collection of public reaction on policies. This kind of reciprocal outlook strengthened the Dynamics between the state and society.

## **METHODOLOGY**

Methodology use for this study includes Qualitative analysis method, Empirical research, follows with Economic studies, Policy Analysis, Case Studies and Stakeholders analysis. These method of research help to formulate the entire study.

## **FINDINGS**

### **AMELIORATIVE IMPRESSION OF MEDIA REPORTS**

Media has a crucial role of a stakeholder in time of crisis, informs the public regarding the crisis such as how it happened during the time of Vietnam war, 9/11, corruption, cold war, 26/11 media is not just establish the interaction between the public & policymakers infact also create reliability on the themselves. Farmers protest 2021 coverage that stretched till 2022 showed extensive use of social media, pressurized government to drop three farm laws passed by parliament in September 2020. More than television reporting, digital media had strong role in the coverage of farmer protest that impact to create the authentic view of protest for public to let them decide what is really happening. Public outrage and stimulated debates around the increasing need for social reforms. Media provided platform to discuss the existing policies & pressurized the Centre to formulate constringent laws & regulation. Media effectively brings different issues into concern that requires government intervention in the form of policies. Police brutality have been hot debate topic for many years but in 2020 it was again making headline however not appear to getting original coverage on Television media, got viral through social media.

Government responsibility towards policy action improved in manifolds relatively in a time where media circulation and public pressure is highest. Media accelerate the calibrates of policy discussion through increasing Public awareness and initiating dialogue, helping setting the policy agenda. Different government policies reach to public and confer the benefits of such policies. For instance, Health policy Universal health insurance scheme, introduced to provide benefit to APL and BPL group of people. It is useful for the age group of 5 to 70 years; supply individual and group health insurance. It covers hospitalization, maternity, accident and disability. The premium of insurance varies as per the size of the family, requires proper documentation to have insurance scheme. In this scheme, premium for individual is RS 365/- per annum, family with more then five members; spouse and first dependent children premium pay as RS 548/- per annum, families 5 to 7 members pay Rs 730/- per annum. This scheme introduced to ensure equity and efficiency.

The second policy in the context of media as it is significant weapon to expand the horizon of policy across the country. During the pandemic migrant workers lost their subsistence to them back on track Government introduced, Garib Kalyan Rojgar Abhiyaan (Poor welfare employment campaign) the Implementing authority is the Ministry of Rural Development that have strong link with state government. This Employment campaign for the poor had huge effect during coronavirus pandemic. This scheme include 12 ministries, 6 states and 116 Districts. This scheme adopted in 20 June 2020 for rural public working providing them employment for 125 days to 670,000 migrant workers with 50,000cr funding. It is 12 ministries collective efforts to supply the employment in various departments of the ministries; create livelihood opportunities for returned migrants. Program adaptability depends on if migrant labourers in workforce and get them back on normal livelihood.

Another Policy which also shows media coverage is important to make people aware of such policies such as Atal Bhujal Yojana, a scheme for groundwater management launched in 2019 by Central Govt under Jal Jeevan Mission to maintain the groundwater management for 7 states (Gujarat, Haryana, Karnataka, Madhya Pradesh, Maharashtra, Rajasthan and UP), 78 districts and

8350 gram Panchayats with active involvement of local communities and stakeholders, the funds allocated by the central and State Government. World Bank provide assistance for \$450 million. State specific institutional frameworks for sustainable groundwater management; Enhancing of ground water recharge, Improvement of water use efficiently. Strengthening of Community based to faster management of ground water.

Another policy in this regard is come from Ministry of Education Department of School Education and literacy to improve the school education in six states. This is continuation efforts of world Bank implemented through Samagra Shiksha Abhiyan ensuring equal education to all. Proper transformation of education services at the states, district and sub district conferring solutions as per to their local areas issues. Greater responsibility and inclusion by producing better data to assess the quality of learning, give attention to students come from vulnerable section, focus on enhancing India's human capital demand with upgrading the standard of learning with quality of education in regard of producing better youth for the future.

## **Results**

### **MEDIA PREJUDICES VANDALIZING DEMOCRATIC STRUCTURE AND IMPACTING PUBLIC POLICY**

Lack of ethics in journalism trimming down the significant essence of democratic system. Media do every tactic to exempt public from the truth. During the pandemic, Digital reports came that showed lunatic example of government bias. The Television media houses under the influence of Political collectivism hid the poor public health governance information; misleading news all over the media channel. Media is also more satisfy to run artificial coverage. The reason behind this biased of media & their desire to spread bogus news is people's collective positive response. Political parties nationalist agenda work on public. Now, Nationalism agenda wrapping by identity driven political parties who carries no values when it comes to winning elections. These parties use or buy media to expand their beliefs.

Funding is also another facet to this view . Funds that comes from government are critical to many newspaper. Ruling party of India refused to advertise with newspaper that do not support their ideology. Funding is extremely important source of commerce for newspaper. This kind of pressure leads media to endorse their policies, create the atmosphere of unbalanced reporting that led to affect political behavior. Many media outlets share a relationship with government where govt take most perks of media attention. This trend harming India's democracy & scrutinize the position of journalists. Above of it, Whistleblowers Act unable to safeguard the journalists.

Political biases exclusively increased from 2014, pattern of media coverage to another angle to propagate their comprehensive thought that impact public to elect their representative in parliament whether it be the method of manipulation. Media consider rating technology that

concentrate on different aspect as politicians game around religion, gender, caste matters eventually claim themselves as liberal, neutral & conservative; as per manipulative surrounding chose their compiling newspaper. These reports shape viewers attitude that align with political parties. Contemporary government focus on print advertisement in newspaper, try to capture the mass popularity for their party, nothing is more important than vote bank, manipulation to attract the voters and given special attention to conservative readers.

Media is accountable when they are not make government responsible for the conflicts or not even let public to know about their government corruption or policy failure. In the end this behavior promote the misuse of power by those who are top in Political hierarchy. Many times in history political leaders showed this kind of behavior.

### **How Policymakers Regulate media through Public policy**

To maintaining independency of media, must limit the influence of politics in reporting and political representatives in broad meetings of news agency because television media either owned by politicians or have relation with political representative. Small media ventures are initiating on social media, have decent impact of reporting, deserve more attention and require monetary funding by self funding method to reduce media prejudices. Policymakers protect Public interest, mass awareness, reduce monopoly, emphasize on media market competition. Create the balance media institution, securing their freedom of publication, enterprise, must have equilibrium with citizen's easy access to information and media's increasing appetite for commerce. Concept of publicly funded media with the obligation of public service to maintain the requirement of public that not will satisfy by commercial media system.

Promote Publicly funded media structure this type of media format introduced in Europe. From 2021, India even started implementing it. To determine freedom of press in this process, India have Press Council of India was established under the PCI Act of 1978, it is statutory authority that protect the freedom of press, maintaining & improving the standard and code of conduct of newspapers as well as work for news agencies; have standards of public interest & restore responsibility among citizens. Ensure the independence of press, no governmental control, stop politicization of press which guarantee the full public interest, media will become more responsible able to provide reliable news. Social media news initiation or new self funded channel are moving towards providing sincere reporting. The whole idea is to confer the genuine news; if it is not making any substantial outcome to process both of crisis; no need of those news agency in a democratic system.

Print media, digital media helps to promote public awareness and drive campaigns in right direction. Healthcare system adopting social media or print media as a part of efficient policy strategy. Government and Policymakers need a strategy to integrate Public in the system. Digital

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media users in India across the country capable to integrate the strategic imperatives, have easy access. Now, social media platform is extremely valuable medium to convey message, it is powerful tool to contribute in behavioral change, increase participation and self awareness.

## **CONCLUSION**

In this study, it is proved that media is integral for public policy that directly impact public opinion as well as useful for policymakers to analyze the growth from ground level media coverage. It is also true that media is highly distort by politicians; they infused their ideologies on news agencies. Media house find no sapidity to maintain accountability towards people, in the name of commerce and advertisement. At the same time, emergence of social media proving silver lining to know the conflict without any unbiased or unfiltered news and aware about the factual situation. After 2020, every media house vehemently started their own channels & accounts on every social media platform to get more engagement towards their television channels that will help them to generate more TRP.

Additionally, Central or State Government policies introduced through print media and digital media. PMO have the direct communication to people through social media to promote transparency and efficiency of Government intensification, that is how the public can easily access the direct information of their policies. Many times, media cognize public about government's cryptic actions whether it is corruption, Nixon Watergate Scandal, veritable Vietnam war condition, effects of cold war, Iraq invasion, Emergency 1975 these few landmark events had direct consequence on democracy and from here public views about their own government took the huge hard turn when it comes to trust the values of government.

On the contrary, where media work as boon it is also a curse, when media ready to serve the spurious news to the audience with the involvement of their deliberative intension. For enterprise purpose, hesitation of spread dummy news is less of concern. Media agencies control by some of political representative that have negative effect on delivery of authentic media coverage. Political control on media must reduce, should have balance of securing freedom of publication and relation with political parties. More encouragement to Publicly funded media, public need to take initiative if they desire unfiltered news. Involvement of Social media is expanding in system, public are moving to this corner of sphere, where is a massive scope to comprehend or conclude the conflict. Consequently, Public are game changer in the whole scanerio. If people decline biased journalism and intent genuine information; media will change their money monger mentality or at least will limit it, be critical in their perspective, coverage and provide full investigated reports.

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