

IMPACT OF MEDIA ON SOCIO-ECONOMIC DEVELOPMENT OF BANGLADESH: (A STUDY ON SYLHET SADAR UPAZILA)

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ABSTRACT

The purpose of this study is to investigate the role of media in the development process of Bangladesh and to assess public perceptions on this subject. On the basis of primary and secondary sources, it has been determined that individuals have a limited understanding on the media. They believe that the media has an impact on socio economic condition of Bangladesh and it has tremendous influence on the population. Aside from that, the media plays an important role in the growth of socio-cultural, economic, political, and educational sectors of Bangladesh. Most of the respondents believe that the media has positive impact on our society. Despite this, there are several issues with the working conditions of the media that was addressed. The city of Sylhet has been selected as the research area. The information for this study was collected from SUST students, the general public, and media activists through a semi-structured questionnaire. Books, journals and articles were reviewed as secondary data. Some recommendations are includes in this report for taking appropriate and effective steps to remove all the difficulties faced by media activists and to ensure more effectiveness of media which is very essential for the democracy and development of a country.

1.0 INTRODUCTION

Nowadays, media plays a vital role in our society. Television delivers a wide range of programs and news than any other media. Newspapers, books, radio, television, internet, email, and fax all are the examples of media in our country. Although the Internet is relatively new, it has strong role to provide news n other information very quickly in whole the country. One of the most significant part that media is playing role as the fourth pillar of democracy alongside the judiciary, executive, and legislative. It has a great impact both on a social and governmental level (Ahmed, 2014). It is the obligation of all journalists to publish true and effective reports and information obtained from reputable sources. It is their responsibility to show both positive and negative sides of a story. However, a good journalist always tries to publish authentic news which is very essential for the democratization of a country. Today's media has a larger number of audience than before. It if now playing a vital role in socio economic development of a country.

1.1 Rationale of the Study

Nowadays media play a vital role in development and raising awareness among people. The means of communication play an important role in our society: radio, television, movies, magazines, newspapers and Web sites are playing an essential role in raising awareness and educating the public about specific topics.

The media give information to the public on major social, economic, cultural and various problems in our society. By increasing awareness about different sides and people's right, media plays a positive part for society. There are now numerous cases that have been raised by media on social concerns such as gender discrimination, human rights etc. When the media publishes different issues regarding social problems, the public is become aware and can take necessary steps to solve the problems. The media assists the concerned authorities to hear the voice of the public. With the advertisement of media, we can investigate and evaluate the quality of different products, can compare prices of different goods, can knows news about politics, fashion, war, weather, health and much more. Media exposes about poverty, analphabetism, social backwardness, etc. It also informs individuals of their duties and responsibilities and the application of law as well as the works related to Public Administration.

1.2 Statement of the Problem

The media plays as a strong agent for bringing change and development of both developed and developing countries. In developing nations, it may play an essential role in pushing a pro-poor development agenda, as well as aiding economic growth by boosting consumer-oriented markets. Media is able to perform effectively as watchdog, gatekeeper and agenda-setter. It can establish a civic forum for discussion. It also helps to raise the voice of disadvantaged people. Recent study has revealed that the media (especially radio) is servicing a rising number of young generation, rural, and illiterate groups in whole over the world. Media faces difficulties because of non-professional journalism, lack of financial resources, inadequate technology, lack of capabilities and non-democratic political system. Because of patronage societies, the media can- not be able to work freely. It also has to serve private interests ('media capture'). In this condition, it is difficult to serve the public interest.

1.3 Objectives of the Study

The broad objective of the research is to find out the impact of Media in Socio-economic Development of Bangladesh. To fulfill the broad objective, there are some specific objectives:

- To examine the role of Media in Bangladesh.
- To explore the influence of media on economic, economic, educational and political growth.
- To identify the difficulties faced by various media.

1.4 Research Methodology

In this study, mixed research approaches (qualitative and quantitative) have been followed. The study is explanatory and descriptive.

Survey design is followed here with in-depth interview. In this study primary data has been collected through interview schedule. The interview schedule is semi-structured and the combination of both open and close ended questions. Both primary and secondary sources of data have been used here.

The study area is Sylhet city. Data has been collected from the general people, media worker and also the students of Shahjalal University of Science & Technology (SUST).

All the people from Sylhet Sadar Upazila have been recognized as population of the study. Sample has been chosen by using purposive sampling techniques. The total number of respondent or sample size is 70 has been chosen by using purposive sampling technique.

1.5 Data Processing and Analysis

After collecting data using the survey method of the study, Statistical Package for Social Science (SPSS) and Microsoft excel have been used to conduct the statistical analysis (Frequency and Percentage Analysis).

2.0 LITERATURE REVIEW

The influence of media on democracy was explored by Sheila S. Coronel (2001). This study addressed how a country's democracy was entrenched through the media. The media therefore plays an essential role in making the government accountable to the people and strengthening a nation's democracy.

In their article "The Media's Role in Influencing Public Opinion on Violence against Minorities: The Ramu Case in Bangladesh," Rashid and Islam (2013) reviewed media portrayal of violence directed at religious minorities in Bangladesh and how they influence public opinion on the 2012 violent attack against a Buddhist community in Ramu, Cox's bazar. But only the involvement of the media in the Ramu case is mentioned in this article.

Radio and TV are two main mass media in Bangladesh for the dissemination of information on family planning. Little over 40% of respondents (42,1%) reported hearing about family scheduling announcements via radio, whereas 17,2% reported television, 8,4% reported posters, and 5,4% reported posters. Multiform research reveals that radiophones and TVs are significantly affected by the adoption of family planning methods, as well as by radio and TV ownership messages. Special focus on the mass media particularly on radio, might significantly influence on the use of contraception in Bangladesh in socio-economic development strategies and in family planning activities. (Rahman, G., Ahmed, H., & Uddin, H. (2004)).

The influence of the media in building public faith and attitudes as well as in their link to social transformation was also explored by Zaller J. (1999). Based on the results of a number of empirical investigations, the results examine the influence of media coverage in areas such as disability, climate change and economic growth. He addressed the importance of the media in Bangladesh's economic and social growths. (Zaller J. (1999))

Chowdhury, A. (2004), studied the information and knowledge characteristic of the contemporary liberalized environment. In Bangladesh, they also examined the bad and good effects of the media. They believe that the media have a very important effect in molding public opinion and ideas. Political influence and government pressure, self-censorship by journalists because of stress from high authority are just some of the elements that affect the perspective of visitors.

2.1 Conceptual Framework

By reviewing literature extensively, the study used to derive the analytical framework of this study. The dependent variable is Contribution of Media in the Socio-economic Development Process. Independent variables are Political Impact, Social impact, Cultural Impact, Independence of Media, Influence on People, Interference on Media, Media Professionalism and Difficulties of Media. These factors are selected as Independent Variables because these factors influence the media to contribute socio-economic development process of a country.

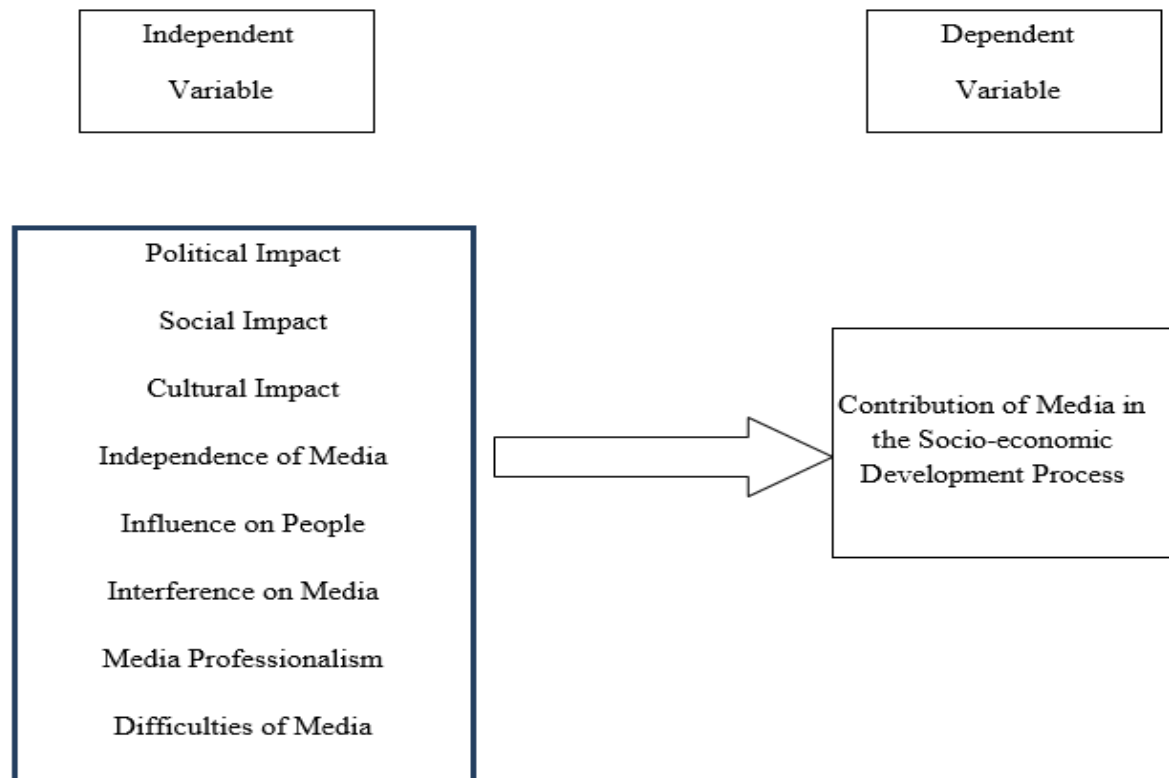


Figure: Conceptual Framework of the study

2.2 Operational Definition:

Political Impact: The media serves as a bridge between citizen and government. Political decisions, activities are published through media. People can easily know all the political movement with the help of media.

Social Impact: Citizens must have a constructive role in life-forming decisions in order to progress accurately. Free and independent media provides individuals appropriate information timely to modify their own behaviors.

Cultural Impact: Different cultures have different media and cultural activities of a society influences by media. Society takes shape through many types of communication and messaging through the media. In addition, the media disseminates creative and cultural information around the world.

Independence of Media and Influence on People: Corruption affects society, especially it promotes poverty and unequal income. Many studies demonstrate that where the press is free, strong and independent, the corruption is been minimized automatically. Media monitors activities of government officials and political leaders which play a vital role to reduce corruption.

Economic Impact: Economic actors need accurate and timely information to allocate resources efficiently. Media plays an important role in fixing pricing and assess marke demand of a commodity.

2.3 Data Presentation &Analysis

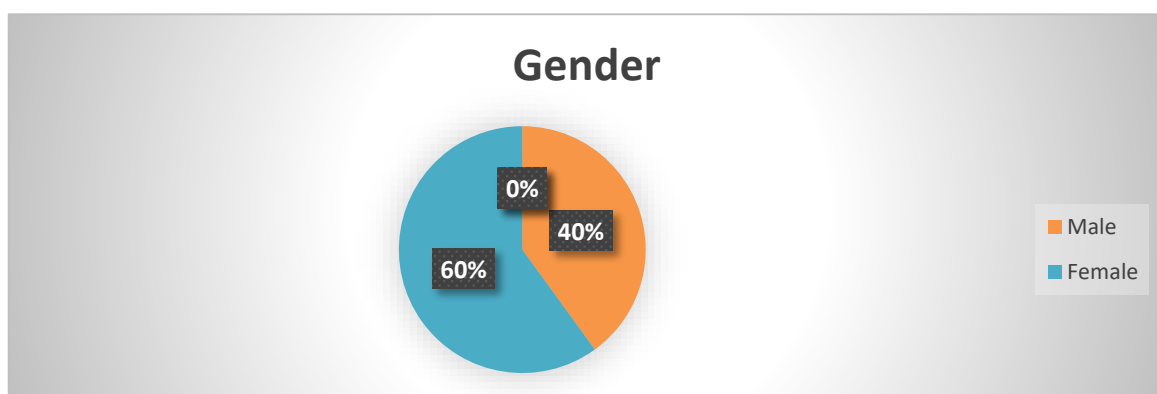
SPSS was used to analyze quantitative data. Based on the results of a questionnaire filled out by students and individuals from the different occupations in the city of Sylhet, this research was conducted.

Table 5.1.1 Age of the Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
19-30	44	62.9	62.9	62.9
31-40	18	25.7	25.7	88.6
41-50	8	11.4	11.4	100.0
Total	70	100.0	100.0	

Theage range of the respondents of this study is 19 to 48 years old. To preserve correct representation, the youth and elderly people are invited to learn about the true facts of Bangladeshi media. Furthermore, all of the respondents are matured enough to comprehend the facts, for this reason they were chosen for the study. The chart shows that 62.9 percent of the 70 respondents are between the ages of 19 and 30, indicates that the bulk of the respondents are students. 25.7 percent of them are between the ages of 31 and 40, and 11.4 percent are between the ages of 41 and 50.

Chart 1: Gender of the Respondents



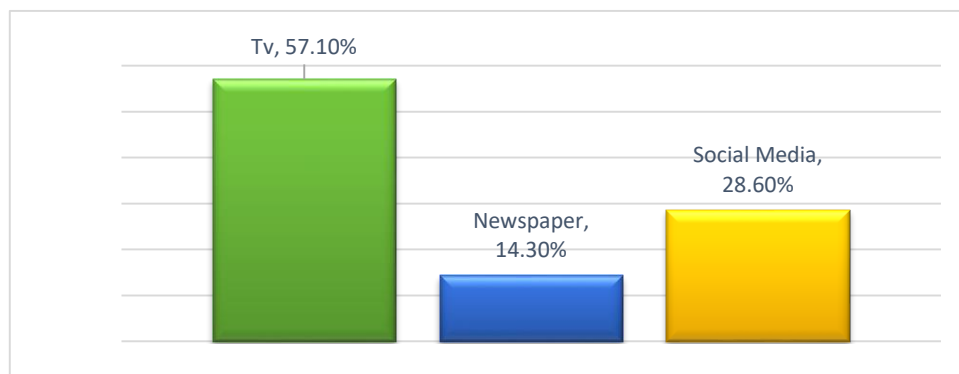
This chart shows that among all the respondents 60% are male and 40% are female.

Chart 2: Profession of the Respondents



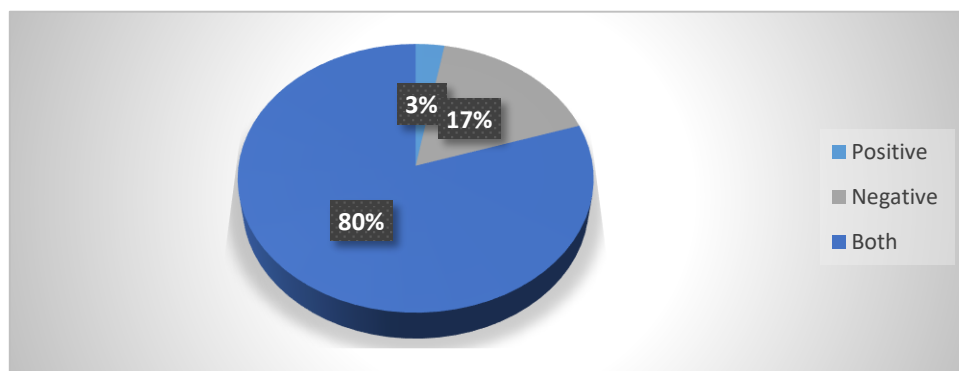
The diagram shows that the profession of all the respondents here are 57.1% students from Shahjalal University of Science & Technology (SUST), 20% are media activists, 8.6% are teachers, 8.6% are businessmen and 5.7% are employees or service holders.

Chart 3: Popularity of Different Media in Bangladesh



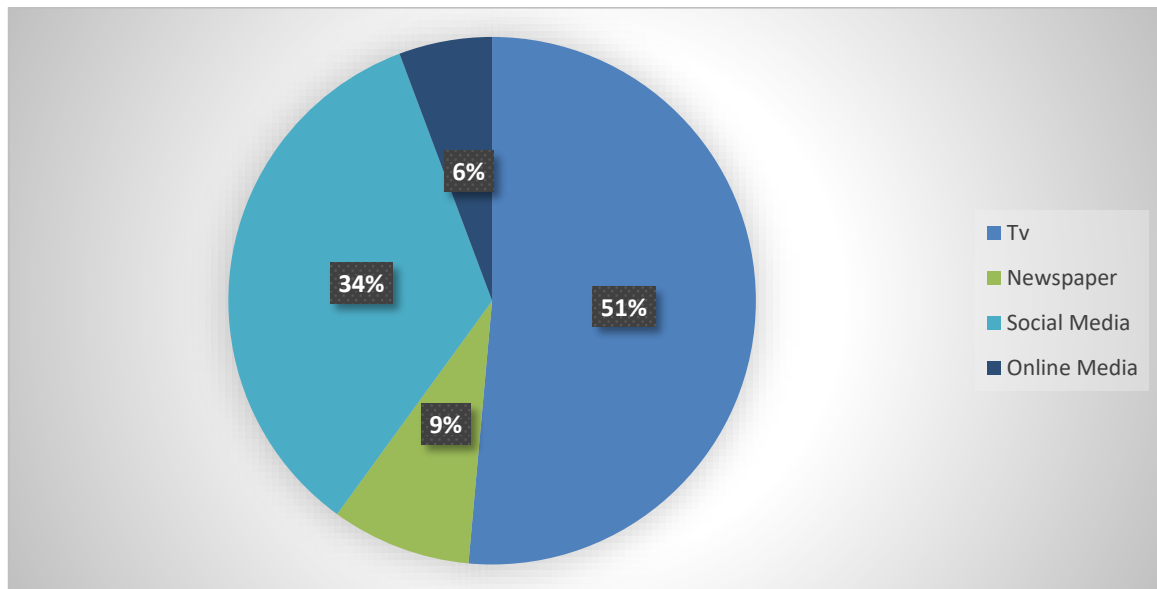
The bar chart shows that, 57.1% respondents said TV is the most popular Media in Bangladesh. 28.6% emphasizes on social media and 14.3% on newspaper.

Chart 4: What type of impacts do the Media have recently?



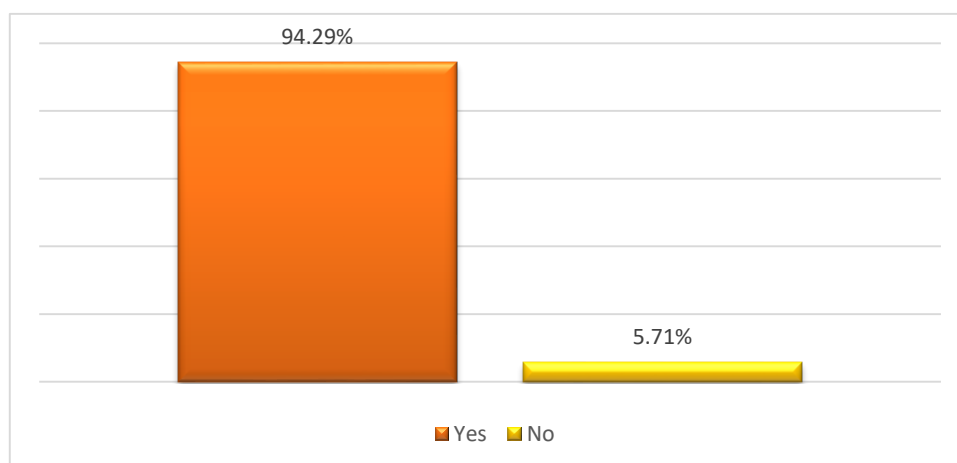
Because of numerous unseen influences, the media is unable to fulfill its job properly, and 80 percent of respondents express their views in both positive and negative terms. Only 2.9 percent of respondents believe that media plays a good function in today's society, while 17.1 percent believe media plays a harmful role in our country.

Chart 5: More Role Playing Media in Bangladesh



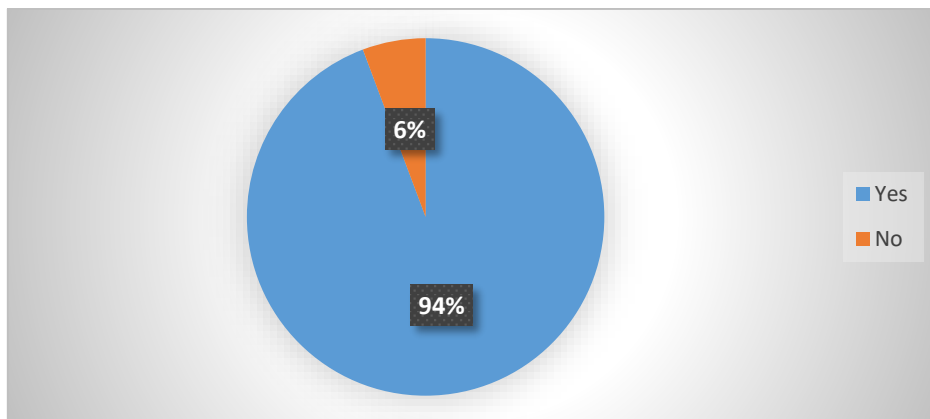
According to the pie chart, 51.40 percent of respondents believe that television is the sole medium that plays an essential role in our nation. Social media came in second place with the response of 34.30 percent, followed by newspapers with 8.60 percent and internet media with 5.70 percent. The pie chart (Chart 5.1.5) in the research helps us to grasp the truth.

Chart 6: Media have impact on politics



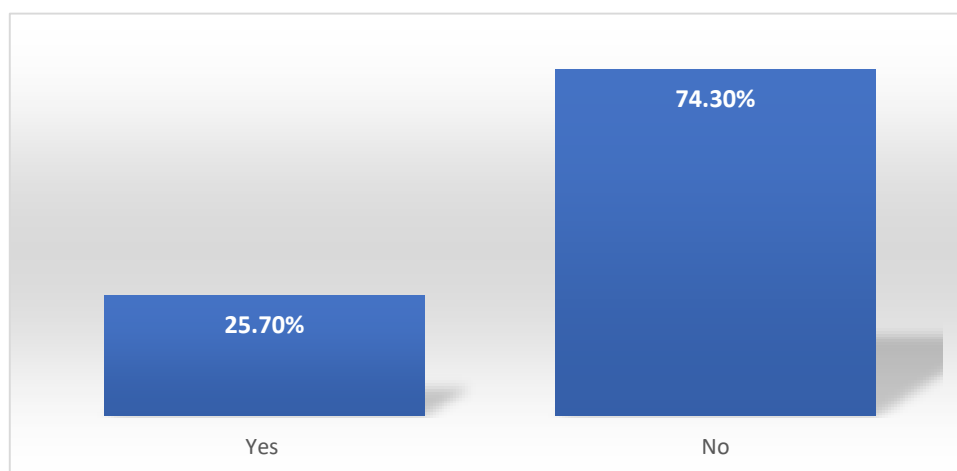
The bar chart shows that 94.30% respondents think media have impact on politics in Bangladesh, 5.70% replied negatively.

Chart 7: Media have impact on the socio-economic development in Bangladesh



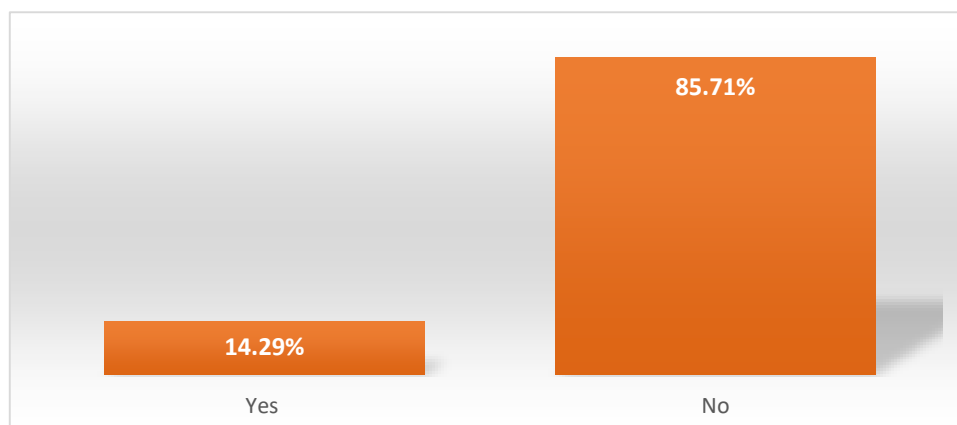
The diagram shows that 94% respondents think media have impact on socio-economic sectors in Bangladesh, 6% said media have no impact.

Chart 8: Can Media work independently in Bangladesh?



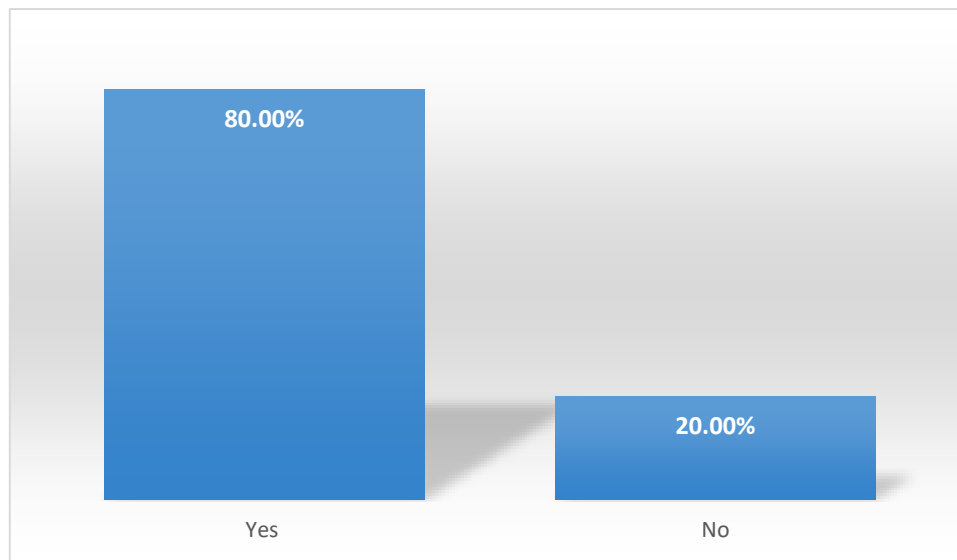
The bar chart shows that 74.30% respondents think that media can't work independently, 25.70% said media can work independently.

Chart 9: Nature of Interferences in the Media



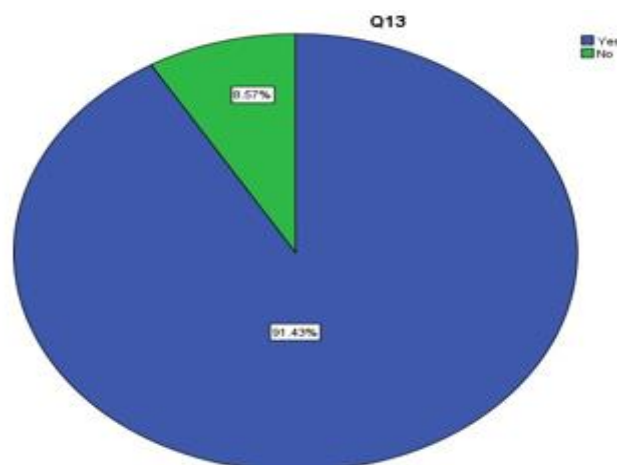
According to the respondents, 85.71 percent believe that the majority of the country's media is heavily affected. As a result, they are unable to adequately perform the positive role. The remaining 14.29% of respondents believe that the media in our nation is not impacted and that they are free to share their news and opinions.

Chart 10: Media can exercise their professionalism towards the people



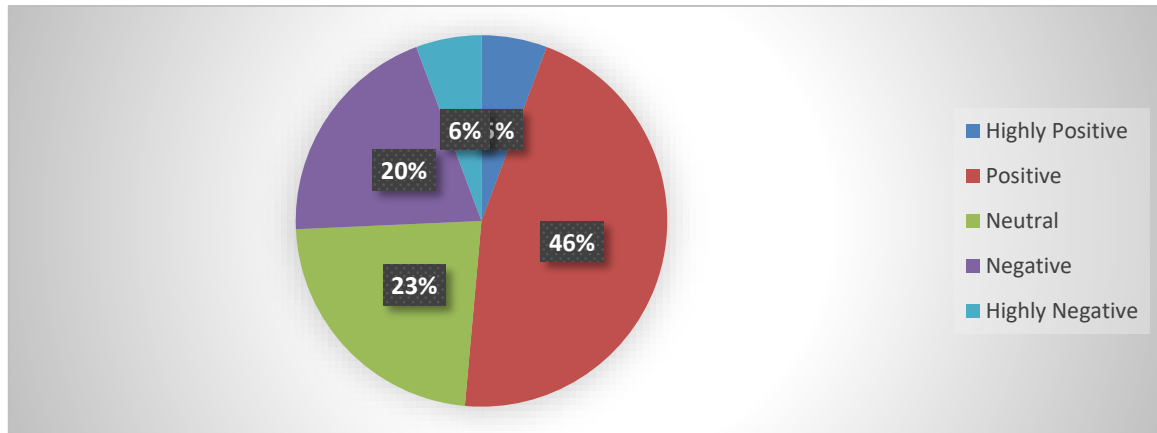
The diagram shows that 80% of the respondents think media people can show their professionalism towards people, 20% respondents think they can't.

Chart 11: Media have difficulties in their working condition



The pie chart shows that 91.43% respondents said that media have difficulties in their working condition, 8.6% think they don't have any difficulties.

Chart 12: Overall impact of Media in Bangladesh



According to the pie chart, 5.71 percent of respondents believe the overall impact of media in Bangladesh is highly positive, 45.71 percent believe media plays a positive role in Bangladesh, 22.86 percent gave a neutral response, 20% believe media has a negative impact, and 5.71 percent believe the overall impact of media is highly negative.

2.4 Qualitative Analysis

The majority of respondents believe that the media cannot function independently. Political interference, misuse of law and corruption are responsible why media workers cannot work independently.

Most of the time media is controlled by the influential political leaders and businesspeople, as well as by the ruling political party. For this media isn't always able to broadcast actual reports and important information comes from reliable sources.

Media professionalism is defined as the application of high ethical, accountability, legality, and credibility standards to media coverage and activities while exercising rights such as freedom of expression and information. The majority of respondents believe that the media operates in a professional manner. There are certain issues, such as a predisposition toward selfish development, a failure to perceive the job as a societal duty or obligation, and political influence, to name a few.

Media activists face several challenges in their job. Some of the obstacles mentioned by the respondents are: loss of independence, lack of competent experts and expertise, political influence, criminal influence, restricted facilities, inability to obtain accurate facts, life threatening hazards, and so on.

According to the respondents, the media constantly tries to defend its own interests without considering the greater good. Furthermore, the media consistently persuades individuals to accept their reported news in order to achieve their goals. Furthermore, the media as a whole has a beneficial influence in Bangladesh's political, social, economic, and cultural sectors.

3.0 FINDINGS & DISCUSSION

The main findings of the study are discussed below:

3.1 Knowledge on Media

Knowledge of media means that people are more conscious on their media, Knowledge of media may also be defined as the capacity to access, analyze, evaluate, and convey a range of media messages to the people. Almost everyone in Bangladesh has some connections with the media.

3.2 Popular forms of Media in Bangladesh

Most of the respondents believe that television is the most popular media in Bangladesh because urban to local everywhere people can watch the TV programs and they get all the information easily. Both the literate or illiterate people can understand the all programs of easily where the many people cannot read newspaper.

3.3 Impact of Media in Bangladesh

The media plays a vital role in our society. Media entertain us by providing various musical program, drama, movie etc. It also broadcasts n publishes various educational, social, political and religious programs which influence our daily life. The impact of media in every sector of Bangladesh is noticeable.

3.4 Influence on the People

Behavior and attitudes of people to other and to society influence by media tremendously. People learn how to behave to colleagues, religion people and different types of people of a society. Media also determines in which society people have to show their behavior and attitudes by providing knowledge, values and norms of different societies. The traits of people of all societies and all institutions are not same. Media provides us knowledge about all the sectors which are related with our life. But all the information provided by the media always do not have positive impact in our life. Sometimes wrong messages misguide us which occurs a negative impact on people's life as well as on society.

3.5 Impact on Culture

Attitudes, beliefs, habits, clothes, and other factors determine culture. Culture is one of the most important aspects of a country to understand about their daily life and their thoughts and belief. The culture of a country strongly impacted by the media of that country. The media has the biggest influence on a country's culture. The programs and advertisement of media always attracts us to the culture of western country as they are developed. But all the culture of western countries are not fit for us. It may play a negative role in our country for example rate of divorce and live together are increased tremendously in our society which is opposite of our culture,

3.6 Independence of Media

The independence of media is essential for democracy. No country can ensure good governance without the freedom of media. If medial cannot publishes or broadcasts news and other programs freely, people will not be able to get the real information. People will be confused and will be in dark about different facts of our society ae well as country.

3.7 Interference on Media

Media of our country always influences by powerful people like political leaders, business elite and other influential people. As a result, actual report are not be published. The powerful people always try not to publish the news which disrupts their interests. For this they take a any terrible measures the murder of Sagor and Runi is the burning example of this.

3.8 Professionalism of Media

Media professionalism is defined to be high ethical, accountable, responsible and credible to media coverage and activities. But in our country all the media workers are not honest and loyal in case of their duty and activity. They are engaged in corruptions. The published false news by taking bribe from the opposite people for which the innocent people have to suffer much. So, professionalism of media is very important to ensure justice of a society.

3.9 Difficulties of Media

Some of the obstacles mentioned by the respondents which includes lack of budget, lack of expertise, political influence, criminal influence, restricted facilities, lack of correct facts, and life-threatening of media persons are found in this research study.

3.10 Recommendation

The following recommendations for improving the professionalism of the media in order to strengthen their participation in the development process in Bangladesh are based on the study's findings:

1. To reduce political pressure on media. In this regard, the government must be impartial.
2. In the media, the ethical component is a major concern. Media activists must work honestly for the benefit of the general public.
3. It is necessary to publish the actual reports which can ensure justice for the people.
4. Enough facilities must be provided for exercising media professionalism.
5. People having a direct connection to politics, should not be allowed to be engaged in the ownership of any medium.
6. Media activists must be provided safe working conditions.
7. Security of the media activists is needed to ensure to work freely.

4.0 CONCLUSION

This analysis shows that independent media can play a role in improving governance, corruption reduction, economic efficiency and stability enhancement and ensuring social and environmental benefits. The media provides information to stakeholders across society to engage in decisions and discussions in any crisis situation. The media also plays an essential role in ensuring democratic accountability of the public and elected authorities, leading to better policies and execution of services. For these and other reasons, development of media is very essential. Both Government and private sectors should work together to develop this sector and let them work freely.

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