

Winter November 1, 2013

The Politics Media Equation: Exposing Two Faces of Old Nexus Through Study of General Elections, Wikileaks and Radia Tapes

Ratnesh Dwivedi, Mr



The important identity of a responsible media is playing an unbiased role in reporting a matter without giving unnecessary hype to attract the attention of the gullible public with the object of making money and money only. After reporting properly the media can educate the public to form their own opinion in the matters of public interest.

Throughout the centuries, the world has never existed without information and communication, hence the inexhaustible essence of mass media. The government has the power to either make or reject whatever that will exist within its environment. It also determines how free the mass media will be in their dissemination of information to the people. The question is in what ways has the government influenced the mass media?

Both in India and the United States, scandals related to abuse of information are the headlines. WikiLeaks has exposed corruption in the Indian political system, dominating the Indian media scene for the past 10 months as people elsewhere are more focused on the devastating earthquake in Japan and air strikes by US-led coalition forces in Libya. There is an old saying that money is the mother's milk of politics, but in this post-modern age information is no less. Politics, money and the media are intertwined in the most unlikely situations, especially because of the power of information to fashion reality. Good doctors like to treat the roots of a disease, rather than its symptoms, although in urgent situations the symptoms must be alleviated to gain time for the treatment.