

# IMPACT OF MEDIA AND MARKETING ON POLITICS AND LITERATURE

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**Abstract:** *In modern age technology has stamped a remarkable impression on every section of the society and its worldwide acceptance imparted new dimension to human life. As a change is inevitable, life on planet became so fast, quick, narrow, unsustainable and uncertain. Electronic media, social media has used this new version of technology for financial benefit and with this purpose media has established new theory of market, neglecting the moral values of humankind. As this trend started growing fast, so the competition emerged in different fields. They started supporting political parties, corporate world and industrial elite and company owners. In this type of scenario, the literature of the national, international or regional level is being produced in a large scale in different languages. But still literary works produced in Hindi, Marathi, Bengali, Malayalam, etc. have played vital role to stop degeneration of ethical, moral value of cosmopolitan life. Again, few writers, poets, dramatists and novelist with their creative writings and vision have given new message to the world. In this context, this research paper attempts to put hypothetical opinion that literature in Hindi language can emerge out with vision and perspective to correct that is wrong for present and future existence and Hindi language can become the best medium of expression, perception and it develops the quality of media market and politicians for the welfare of humanity. The prime purpose of literature is to improve the social code of conduct and establish compassion, empathy, love, sacrifice, service, justice, equality, through constructive criticism for sustainable development.*

**Keywords:** *Inevitable, Degeneration, Ethical value, Cosmopolitan life, Perspective, Humanism, Discrimination, Marketing.*

## Introduction:

Nowadays all over world it is observed that the life of common people and other sections of society is controlled by the politicians and corporate world with the help of different news channel or through new platform on social media. These social media and channels have become a powerful instrument for the leaders of political parties, financial market, corporate world and rich families. The use of this technology has proved the supersonic medium for ruling party and particular group of people to cover all pros and cons of the particular happenings such as incidents of violence, demonstrations of common men and opposition's conspiracy and at the same time powerful groups crush the demand for justice by exercising illegal method with the help of information technology. Without doubt somewhere this medium becomes effective mechanism to raise the voice of common people.



In short, it depends on the supremo to decide the future of nation and people with pious and judicious thinking for human welfare.

Since ancient times it has been noted down that whenever the common people have been suppressed and demoralized, the appearance of new person is represented as incarnation of God to punish the wrong doers and bring victory for truth, morality and humanity and give new hope to everybody. Many such incidents have taken place all over the world, in relation to these incidents' philosophers have drawn the conclusion that victory of truth is memorable, invincible and justifiable on moral ground. This philosophy teaches every man of letter a lesson of morality and compassion. All religions, races, and nations follow their respective culture and tradition, but all these have been made for human welfare. Consequently, literature from all the nations and in all languages contributed in providing the best solutions, analyzing the past events in history, mythology and anthropology.

The mythological epic *Paradise Lost* by John Milton or Indian mythological scriptures the *Ramayana*, and the *Mahabharata* is a base of modern society. Subsequently flourished literature also has taken many references from these mythological writings and created new literature with the blending of new philosophy and old scriptures. Literary work includes all branches of humanities. Literature being one of the constituents among these branches, verifies the validity of new invention through imaginative power and construct better understanding of feelings, passions, emotions, expressions and pain and sorrows, joy and pleasures of soul hidden in the conscious, and subconscious mind. So, literature establishes healthy relation between soul and mind also reproduce curing remedies on illness for obtaining perfection on sorrow and joy, anger and fear, death in life and life in death, hope and loss, good and bad. The journey of literary work is like role of cleaner to clean inner and outer part of human brain which is main source of all thoughtful concepts that impact on the human life. So, in contemporary period the confusion and fear made the human life very complex. In this complexity man feels psychological pressure for existence, freedom and achievement of material pleasure. And in modern day these passions have given birth to publicity urge and marketing in the field of media and politics. In fact, the growing tendency of marketing of media for the benefit of political advantage created new dimension, however all these could be testified with the help of creative writing. There is a need of creative writers with their honest work of creative writing devote themselves for the compassionate feelings of common people and use satirical form against political persons and media men as John Pope has written in his book *Rape of the lock*.

### **Political System in India and Interrelation of Media and Marketing: -**

We are proud of to be the citizens of the biggest democratic nation. It is a very critical social structure took shape in India. After independence we accepted democracy based on the values like sovereignty, equality, freedom, constitutional rights and brotherhood. However, justice to last person of the downtrodden class can be reached out and consideration of their involvement in political system is possible only when the social democracy is implemented based on the values of liberty, equality and fraternity as Dr. Babasaheb Ambedkar asserted in his speech while addressing the constituent assembly in 1949. We will be able to achieve this goal and give justice to everybody when political democracy transforms into social



democracy and in real sense, we will feel sovereignty. Still, this target seems to be unattainable in India. Political monopoly of a particular class and family can be perceived and they have been ruling over large number of people in India. People have become devotee of such families as well as complex structure of the social system. It is found that the discrimination on the basis of religion, region, race, gender and color provide more scope for political leaders to diversify people, influence their opinions and provide support to the anti-social elements which destroy the foundation of constitution. The constitution has imparted fundamental rights to every citizen of nation but political system has broken up the social structure posing big threat to our nation and freedom.

Present scenario of political system in India is contrary to the purpose of constructive direction, giving more platform to private sector and feeling of nationalism. It is good sign for our nation but some leaders adopt dictatorship and seeks monopoly to hide the drawbacks concerning religious war. Our democracy refutes the entry to particularism and its impact on government policies which prove harmful to the social welfare. During the COVID-19 pandemic situation, migrant labor, employees and small-scale factories faced lot of difficulties and for them government launched new schemes to overcome the problems. Government with alliance of different parties in some state made this issue political and reality of this social situation did not come out and reach to the public.

During pre-independence period many journalists have published journals, newspapers and other literature. The aim of all of them was similar i.e., to write and speak truthfully against humiliation of Indian public by British government. The journalism and press media should work undauntedly and fearlessly, they should not engage themselves in marketing, with a view of commercialization of journal and newspapers. The result of this impartial role of journalism was distressing for the British Government, publication of many journals was banned by the British Government. Among them there were Mahatma Gandhi, Tilak, Raja Ram Mohan Roy, Bhagat Singh, Maulana Babar Ali, Karmavir etc., they were working in dual role as politician-cum-journalist and always pressed ardent demand for freedom and self-governance, voiced by the Indian people.

In the post-independence period, in 1990 decade and afterwards, the distorted form of journalism and media emerged with the sole aim of financial benefit. Gradually many T.V news channels and press media flourished and they worked for ruling government, politician, industrialist, even today this trend is continued in India at high speed and there is throat cutting competition among them. Of course, this distorted form of media and journals have made lasting effect on public and human being. New technology (IT), social media electronic media have made deep impact on the politicians. Nowadays the engagement of politician with social media is growing high and politicians are using it for interaction and communication with public and campaigning their political ideology on social media for winning election purpose. As per data base information collected by Scopus provides detail account and popularity of social media and its involvement in government functioning. According to search, it is believed that Barak Obama won the presidential election in the U.S.A. in 2008 with his intelligent use of Twitter to spread his message among the voters (Bimbar 2014). The ruling party in India has cleverly utilized social media to influence common people to win elections. Kenya's 2013 general election too witnessed the critical



role played by social media in shaping political landscapes (Bing 2015). The rapidly growing popularity and importance of social media can be understood from a study which reveal that political Twitter users are more interested in and engaged in politics in general and less trusting of mainstream media (Bode and Dalrymple, 2014).

Thus, the popularity and unstoppable involvement of media into politics is raising question in mind of the writers who have been writing novels, poems, short stories etc. and emerging writers, poets also are influenced by this social media and they start their personal channel to cover about social, political, economic or environmental issues. Barkha Dutta and Kumar Biswas have been using this media for popularizing their creative writings. Similarly, the T.V actors, film directors are also following the same tradition.

However, the social media or publishers are engaged in keeping aside the ethical values which are very important for promoting new ideology for the fostering of humanity. This involvement and engagement of politician, party supremos and industrialists with media and press created market for their agenda which they think very useful for earning lot of property and have money power which can give them strength to control public and governing body. Again, this marketing system is the worst means of degradation of human values and pose challenge to democracy. World's richest and poorest persons are dwelling in India. The utmost effort of our great leaders of today is to establish social democracy and not to demolish it. If this continues to happen the protection of democracy will be in jeopardy, we the Indians will be entirely responsible for dark future. We should never neglect positive side of our achievement in economy, society, and politics for sustainable development that has been increasing slowly with growing optimism in common people.

### **Role of literature and Importance of Language: -**

How could optimism be aroused in the minds of common people? Who can change the present picture of Indian society and which branch of humanities is associated with society? Common people dissect the conscious mind and ask these questions to inner voice of their soul, of course, literature itself has that ability of creativity to awaken feeling of common people. As it is said that literature is mirror of society and reflection of every good and bad can be perceived in the literature. The main function of literature is to create healthy atmosphere for living being and it takes care of all the species and mutual relation of everything which is essential for life cycle and for its maintenance. Again literature keeps unity with abstract, unseen profound, imperceptible, meta - physical world which consist of all branches of humanities like philosophy, life science, technology, mythology, anthropology and history. Literature is the essence of all streams and its function is to improve the quality of world life.

The source of literature is language, so what type of language is suitable for literature is decided by writer's surroundings as well as his ability to produce such literature which appeals to the common people.

Plenty of literature of various nations in different languages is available. In this paper the attempt has been made to throw light on the contribution of Hindi literature on the national level. As Hindi is our national language, the conservation of Hindi through literature



is the responsibility of creative writers besides creating constructive criticism and critical analysis of human behavior and sarcastic hammering on wrong doers. Through literature soul of man is purified from sinful acts. Thus, today the important role of Hindi literature and writers is to keep strict watch on the immoral and stop their acts of vilify the nation and the society and on other hand to produce literature to glorify the national pride.

In this regard, many writers in Hindi literature have written novels, poems, dramas and short stories in contemporary period. But still relevance of their literature is working in the context of present life. Some of them has written patriotic novels, poems, some on social image, few on environment and nature. The impact of market, politics on society has been well narrated and also the true picture of social discrimination are reflected in the novels of Premchand, Nirala, Tulsidas, Kabir, Shukla, Nirmala Sinha, Ghalib, Gulzar etc. "literature is very effective medium to give message to the people" as Marshal Macculham said.

The literature has a close relation with journalists. So many journalists have used literary language for writing articles. There is a need of perception of literature to write articles in newspaper. Writers like Banarasi Das Chaturvedi, Ishwar Chandran Dwarika Prasad, Madan Mohan Malviya etc. were the journalist who wrote against politicians, Mafias, industrialists and gangsters whenever they attempted to corrupt the nation.

Thus, journalist should be a good creative writer and the media without doubt is the powerful weapon to maintain control over the ruler and bring peace to common people. So, the role of literature is very important to make the people aware and to bring positive change in the society.

### **Conclusion:**

Impact and utilization of social media and pressure and control on press media by the politicians are responsible for marketing, which neither think of freedom and liberty of common people nor decide national policy for betterment of entire nation. This situation has become challenge to our democracy and constitutional rights which has been given to every citizen by great freedom fighters like Mahatma Gandhi, Ambedkar, Bhagat Singh. But impartial role of literature penned by creative writers as well as journalist for the people can stimulate feeling of optimism that will correct and keep check on the unethical practices in future and give set-back to the rulers and their co-partners due to the awareness of people and save nation.



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