Impeccable penetration of mass media into the society - A brief study

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Abstract: Mass media are entrusted with social responsibility by the government in order to cause social awareness and social transformation. Each person is filled with potentialities and by them a vibrant society is constructed. Societies at all levels are important in the growth of a nation. As mass media play a vital role in the modern age of information technology, it is proper that they play a constructive role in the formation of individuals as well as the society on the whole. This is possible only by the journalists who are governed by moral principles. The government has vested a lot of freedom upon the press by law. Genuine freedom emerges from one’s voluntary attitude to act with social relevance and social responsibility.

Key words: wisdom, courage, temperance, justice, truth, social transformation

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