

A REVIEW: IMPACT OF PAID MEDIA ON SOCIETY

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ABSTRACT

These days, there is huge impact of paid news which distracts people's thought. Corporate houses and public relation agencies are also using paid news to promote their products and services; which are examples of paid news. But, sometime aid news is making bad impact on the society. Due to this, credibility of media houses has decreased. Media is the mirror of our society which delivers economic and political transparency through various channels like online, print and electronic.

Keywords: *Central marketing, Facebook, blogs, casteism and communalism.*

I.INTRODUCTION

Social media, more than ever before, has become a central marketing tool for most, if not all, organizations. This is a sentiment held by most industry players including customers and marketing gurus to whom public relations and customer care is key to organizational success. Marketers have amplified their techniques to incorporate earned, owned and paid media into the whole marketing mix. Earned media is generally a channel in which the company or organization markets itself through PR campaigns.

Owned media is a direct link to the audience and client base through means such as personal websites, blogs, Facebook pages etc., while paid media is advertising through channels that require payment such as television.

This rapidly changing marketing mix, and the ever growing need for PR, demands a lot of planning time and execution to yield results. In many ways, all these three channels have an impact on your social media campaign.

II.OWNED MEDIA

The most important goal of most agencies is to try and connect these three forms of social media marketing campaigns and gain some sort of control over them. Owned media is fully under the control of the organization and therefore can be fully utilized to drive the necessary customer traffic to where it is required.

Companies wield control over what is posted on their social media channels. Channels such as blogs, websites and other social media channels such as Facebook and LinkedIn help build long-term relationships with targeted niches.

The key benefit to this form of media is control over the message and direct customer relations. Owned media is a tremendously important of social publishing with optimized content.

III.PAID MEDIA

Advertising has always been an effective marketing method, and one that is preferred by most marketing agencies. In the past, paid media was generally associated with TV broadcast ads. However, with the advent and gradual growth of social media, there has been a shift from this form of advertising to paid search engine advertising and sponsored ad placements.

In the past, TV commanded a national audience, but social media has a global presence and the audience is multiplied almost a hundredfold. Social media has created a connection between paid media and owned media such that pricey TV ads could be used to turbo charge viral ads on social sites such as YouTube.

IV.EARNED MEDIA

Earned media is a direct result of timely and precisely executed campaigns on paid and owned media. This channel is generated through public relations investments that targets prospective customers and clients while creating service/product awareness.

This channel spurs consumer engagement and interaction in the same way that social media networks and communities spur gainful conversations. It is the creation of an unmonitored conversation in consumer circles that happens out of its own volition.

In PR circles, earned media is considered as the holy grail of social media campaigns. It is closely monitored and fuelled by paid and owned media. It cannot be forced. Consumer retweets and virality can only be earned and this is a direct result of paid and owned media.

This combination together creates a horizontal layer which touches every aspect of the business to acquire, care for, and retain customers. The same metrics that this combination worked with on traditional media currently apply on social media with an even greater impact as expressed above.

V.PAID NEWS SYNDROME AND NEED FOR GREATER ACCOUNTABILITY

The paid news syndrome has become a debateable topic for various platforms. When the credibility of the media is lost, its freedom gets restricted. Hamid Ansari, the Vice President of India said that the explosive growth in the media had highlighted the fact that the Fourth Estate is only one among the pillars of democracy that has an identifiable commercial and profit facade.

Disapproving paid news in any form, Sitaram Yechury says that paid news is not merely a serious matter influencing the functioning of a free press, but it is an issue that also concerns the future of parliamentary democracy in India. Providing access to unbiased, unfiltered and objective news or information is the role that media are supposed to play in a parliamentary democracy. This comes under very severe strain with the emergence of the paid news syndrome.

Strongly arguing against paid news, Arun Jaitley claims that those who are in a position to pay more for information expressed as paid news shape the human minds in this country accordingly. This cannot be free speech. At best, it could be trade, it could be business, and, therefore, the government has to take this out of the arena of free speech and put it in the arena of business or trade, all in public interest. Favouring deterrent penalty against those who indulge in such practices he suggests that 'in the case of (a) candidate, it has to be an offence

under election law (The phrase) 'corrupt practice' must be amended in the Representation of the People Act and this should be a ground for setting aside the election and disqualifying the candidate, and if parties indulge in this there must be action against this.

VI.CONCLUSION

After analyzing I came to this conclusion that India is passing through a transitional period in its history, from a feudal agricultural society to a modern industrial society. This is a very painful and agonising period. The media must help society in going through this transitional period as quickly as possible, and by reducing the pain involved. This they can do by attacking feudal ideas, for example, casteism and communalism, and promoting modern scientific ideas.

Mention that news is paid, Informative content is more important than paid content. No media house should take money to recommend a product or service and If they are taking money then they should reveal it properly. Never mix paid news with other sections.

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