INTERDEPENDENCY IN POWER AND MEDIA IN THE MODERN TREND OF EDUCATION

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Abstract

In present scenario Media is considered as food and clothing, it is the mirror to modern society. As it changes the society with information, education, entertainment, advertising and correlating parts of the society. The main sources of Media are Newspaper, Magazine, Television and Internet that telecast the news, set agendas act as public representatives and socializes people. This paper presets the interdependency of power and media with education.
Key words: *media, power, education, trends*

Power is a critical element in an effort to get others does something as a manager or leader desires, in other words power is the capacity to direct the decisions and actions of others. Power derives from 'Strength and Will'. Strength comes from the transformation of resources into capabilities. This is to infuse objectives which resolve strategy marshals' capabilities and brings them to bear with precision. Statecraft seeks through strategy to magnify the mass, relevance, impact, and irresistibility of power. It guides the ways the state deploys and applies its power abroad.

Types of Power

In literature there are five types of power 1) Legitimate Power, 2) Reward Power, 3) Coercive power, 4) Expert Power and 5) Referent Power. These powers are devised by French and Raven as stated in Topology of power in the book Media Organization management by James Redmond. in short I would like to brief up each one what do they mean.

Legitimate power: It is officially acquired power through title or formal role; Reward power: It is that power which has the ability to provide something beneficial to another. Often tied to legitimate power but not always; Coercive power: it is the power to affect another negativity like reward power; Expert power: The power of knowledge over those who do not know as much and therefore must defer to the expert point of view. And the last one; Referent Power: This is centered in an undivided attractiveness to others.

Meaning of Media

We can state media as a means of communication which reaches the world in a fastest manner.Or as an utterance made public by being published, broadcasted or exhibited involving words, some specific social settings and against a backdrop of expectations attitudes and beliefs that shape how the communicator anticipates the message which will be understood, through (books, magazines, and newspapers), television, movies, video games, music, cell phones, various kinds of software, and the Internet. Each type of media involves both content, and also a device or object through which that content is delivered. It can also be stated as a manger which serves a municipality of communicative roles as said by James Redmond, he or she monitors the various information channels available, disseminates the information to others and serves as a spokesperson for various factions within the organization and often externally as the

organizational representative to those outside. Whatever is communicated or not communicated by a media manager has an effect I quote from Gardener "People want to know what the problem is why they are being asked to do certain things, how they relate to the larger picture"--- unquote. If not answered it turns to fabrications upon organizational legitimacy asking for validity among the members. Best way to keep this under control is by fostering communication flow. And this is the media manager's job to keep all under control.

Evolution of Media

The word media is defined as one of the means or channels of general communication, information or entertainment in society as newspaper radio or television. The beginning of this human communication is designed through channels, not that is vocalization or gestures, dates back to ancient cave paintings drawn maps and writings. In the evolution of this Media it was the Persian Emperor presently known as Iran played an important role in the field of communication. It was the first real mail or the postal system developed by the Persian emperor Cyrus the great in550 B.C after his conquest of Media. The role of this system was considered as an intelligence gathering apparatus and its service was called 'angrier' which was later turned to indicate a tax system. This is also mentioned in the Old Testament (Esther viii). King of Medes used this system for communicating his decisions.

The term Media in its modern application relating to communication channels is traced back to originate from Canadian communication theorist Marshall McLuhan who stated in counterblast 1954. I quote "The media are not toys; they should not be in the hands of Mother Goose and Peter Pan executives. They can be entrusted only to new artist because they are art forms" unquote. By mid-1960 the term spread to North America and United Kingdom Then came era of Electronic Media. In the last century through revolution in telecommunication in 1906 this communication totally got altered. By the first transatlantic two way radio broadcast via analogue and digital media. **Analog Telecommunication** Includes radio system, historical telephony system and historical TV broadcast. **Digital Telecommunications** allows computer mediated communication telegraphy and computer networks.

Then comes the modern communication media which allows intense long distance exchange between larger numbers of people. It is communication via e-mail, internet forums and teleportation. On the other hand many traditional broadcast media and mass media favors one to many communications. Nowadays Electronic media is enjoying broader use daily as there is an increasing demand of electronic devices and applications which are continually being made. This has brought man closer to each other but yet it is lacking those emotional attachments. There are various devices like mobiles, tablets, televisions, laptops, C.Ds, DVDs, palm tops, etc and applications such as 3G (third generation) which has made things possible in all sectors of life.The latest inclusion in the field is magnetic media (magnetic strip) whose application is very common in the fastest growing information Technology field, which is very efficient for storing personal data for consumers in credit cards and debit cards. Here the data is prepared unrecorded and is stored as per the requirements. This is how media evolved and it is still a continuous process.

Media and Power

If we say they go together than it is a paradox and still if we ask a question as to what media power consists it is an open riddle. Hence I would like to make an attempt to establish an interdependence of media and power. I shall intensify this paradox by extending it to a global scale, through the rich comparative detail that is generated.Media aims to show that the paradox is more illusionary than real.

Since 1960's the word media or rather let us say as per the critical theories in humanities has analyzed the relationship between text and context. Deconstruction and post-structuralism theories in particular have influenced our understanding of the relationship between text and context, Post structuralism and Meridian deconstruction questioned notion of a linear development. Derrida even distinguishes between the logo centric writing and scripture and come to a conclusion that textually that is the logo centric writing by nature is open ended and scripture- e. crime is never sequential.

Media is a sort of common ground for conversation among the audience and their perception. An utterance is made public by being published, broadcasted or exhibited involving words, some specific social settings and against a backdrop of expectations attitudes and belief that shapes the communicator and anticipates the message which would be understood.

Interdependency of Power and Media

According to Robert D Keohare the great professor of International affairs at Princeton University and a member of the American Academy of Arts and Science, and Joseph S Nye. Dean of Kennedy school of Government, at Harvard University both together in their essay on 'Power Interdependence in the information A Media Essay' it is very clear that the technological progress will lead to transformation of world politics where states and their control of forces will dwindle in importance but no state actors will experience boom whereas futurist assume that the information revolution results in a **"cyber feudalism"** where the government is replaced by communities aspiring to achieve citizens allegiance. States are no more tenacious and continue to information credible to public. It is very clear that they have admitted about political realism and focuses mainly on the development and progression of western world in the information age.

Whereas social media is a platform in which the interdependent power of the middle and the lower class of society are able to express their power and control as well as work towards making changes in the situations and events, that they feel strong about social media within social movements which allows for expression of opinion around the world as well as enabling activities to become informed on issues. This is how power and media are interdependent.

Present Scenario Power and Media

In present scenario Media is considered as food and clothing, it is the mirror to modern society. As it changes the society with information, education, entertainment, advertising and correlating parts of the society. The main sources of Media are Newspaper, Magazine, Television and Internet. Whose function is to telecast the news, set agendas act as public representatives and socializes people. These things have brought several changes like spread knowledge; change the behaviour of people's attitudes and political views.

As a coin Media too has two sides positive as well as negative. In positive situation Media spreads the news to common man in fractions of seconds which allows them to react over it and take part in certain events, while the negative part of it is, sometimes false news or irrelevant news may cause negative feelings and harm the public. While the internet has made the Modern generation very dependent for everything on Google and Wikipedia. In fact we can say Media has turned the world into a Global village by providing easy information creating Mirror of society but this in turn also causes cyber-crimes, news are sold and many more wrong thingsare carried out through it. Therefore let us take Media with a positive approach by providing real information and help in building the nation. It is our duty to think about revolution positively and don't allow media to fool us.

Digital India

I would like to conclude my paper with the most recent ongoing hot topic Digital India. What is it? It is a so called created media by our ongoing current Prime Minister. It is an initiative by the Digital Technologies which include cloud computing and mobile applications, have emerged as catalyst for rapid economic growth and citizen empowerment across the globe. Digital technologies are being increasingly used by us in everyday lives from retail stores to government offices. They help us to connect with each other and also to share information on issues and concerns faced by us in some cases they also enable resolutions of those issues in near real time.

The main objective of Digital India group is to come out with innovative ideas and practical solutions to realize the current PMs Vision of digital India. As he envisions transforming, the nation and making it possible by creating opportunities for all citizens to digital services, knowledge and information. This group has aimed to come up and give its vision of a digital India in reality

It is in true sense a very good idea, what our current PM has brought forth but how far this can be implemented and how it would be applicable is a big question mark. As we all know to implement such things we need to literate our nation first. Leave aside to literate first of all we need to get rid of poverty. This is nothing but Media and power which are interdependent on each other and thus it is power which is speaking in true sense.

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