

## **Role of Media in Inclusion of Underprivileged sections of the Society: A Survey based Study of Experts**

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### **Abstract**

Media plays a crucial role in shaping public opinion and influencing social attitudes towards underprivileged sections of society. In recent years, media has been increasingly used as a tool for promoting inclusion and diversity by highlighting the challenges faced by marginalized communities and advocating for their rights. The paper examines the impact of media representations on shaping attitudes towards underprivileged communities and explores how media can be used as a platform for amplifying the voices of marginalized communities. The research also highlights the challenges and limitations faced by media in promoting inclusion and suggests strategies for media professionals to overcome these barriers. Overall, the research paper argues that media has the potential to play a critical role in promoting inclusion and diversity and creating a more equitable society for all.

**Keywords:** *Media, Underprivileged Communities, Inclusion, Diversity, Social attitudes and Policy Reforms*

### **Introduction**

Media, in all its forms, plays a significant role in promoting inclusion of underprivileged sections of society. It has the power to shape public opinion, influence policy decisions, and create a more inclusive society for all. One of the primary ways media can promote inclusion is by providing a platform for marginalized groups to voice their concerns and share their experiences. Through various forms of media such as print, electronic, and digital, the media can highlight issues related to social inequality, discrimination, and poverty. It can bring attention to the challenges faced by these groups, which often go unnoticed by mainstream society. Media can also showcase the achievements of individuals from underprivileged backgrounds, inspiring others to overcome their challenges and strive for success. By highlighting success stories of individuals

from underprivileged backgrounds, media can help break stereotypes and negative perceptions about these groups, promoting a more inclusive society.

Moreover, media can facilitate communication and understanding between different groups, creating a dialogue that fosters empathy and acceptance. Through interviews, documentaries, and news reports, the media can educate the public on the experiences and perspectives of underprivileged sections, breaking down barriers and promoting inclusivity. In addition, media can act as a catalyst for social change by advocating for policy reforms to address the needs of underprivileged sections. By highlighting issues related to poverty, inequality, and discrimination, the media can bring attention to the urgent need for policy changes to promote inclusion and equality.

Finally, social media platforms have also played a significant role in promoting inclusion by giving voice to marginalized groups and providing a platform for them to connect with others. Social media has helped create a sense of community among these groups, providing them with a space to share their experiences and build support networks. Therefore, the media has a critical role to play in promoting inclusion of underprivileged sections of society. It can increase awareness and understanding among the general public, showcase the achievements of individuals from underprivileged backgrounds, facilitate communication and understanding between different groups, advocate for policy reforms, and provide a platform for marginalized groups to voice their concerns. By doing so, the media can help create a more inclusive society for all.

### **Literature review**

**Shukla, M. (2014)** concluded that Community Radios play a crucial role in democratizing information in India. They have emerged as a powerful platform that can reach out to the remote and marginalized communities with specific local needs. Community Radios provide a voice to the poor and dis-empowered, empowering them to participate in the decision-making process and promoting social justice and inclusion. These communities are playing a vital role in raising awareness about government programs and benefits, enhancing the provision of public services, and exchanging and preserving local knowledge and best practices. Hence, the development of

Community Radios in India should be supported as they have the potential to bring about significant positive change in the lives of people.

**De Haas, W., Hassink, J., & Stuiver, M. (2018)** discussed the importance of urban green spaces (UGS) in promoting social inclusion, but also highlighted the exclusion mechanisms and discourses behind inclusion strategies. The paper found that UGS benefits are not equally distributed, and that they can contribute to social exclusion. Four exclusion mechanisms were identified based on physical and societal environments, as well as the actors involved, while four discourses were identified regarding inclusion strategies. The paper concludes that effective inclusion strategies require collaboration between public and private actors and alignment of private initiatives with public actions. Three case studies demonstrated that UGS can be part of inclusion strategies, but cooperation between public and private actors is necessary.

**Sreekumar, T. T. (2007)** gave the idea that the use of information & communication technologies (ICTs) can eliminate social hierarchies and promote inclusion in rural areas of South Asia has been challenged. Despite efforts by civil society, ICT deployment has not successfully bridged social divides, and in fact, often reinforces existing ones and creates new ones. Women and marginalized communities have low participation in these projects, suggesting that the issue of inclusion is more of a structural problem rather than simply a matter of choice. The paper argues that the current techno-development paradigm inherited from the industrial era is inadequate to address the complex social realities of rural South Asia, and a more nuanced approach is needed to address the challenges of social inclusion.

**Kalkanci, B., Rahmani, M., & Toktay, L. B. (2018)** suggested that in order to promote sustainability in emerging economies, social concerns & the conditions of underserved populations need to be taken into account with a focus on inclusion and equity. The paper proposes that incorporating product or service innovation, process or business model innovation, and supply chain innovation can help address social concerns faced by these populations. Collaboration between for-profit firms, civil society organizations, public sector & communities is necessary for successful innovation. The concept of "inclusive innovation" acts as an approach that enables the integration of social issues relevant to underserved populations in operations management decisions. The paper highlights relevant social sustainability issues, with an

emphasis on those impacting underserved populations & suggests new opportunities for further research.

**Nagadevara, V. (2009)** determine the factors that affect financial inclusion from both the perspectives of those who provide financial services and those who need them. Financial inclusion is about providing cost-effective financial services to individuals who are typically excluded from the traditional financial system. The researchers used Artificial Neural Networks to examine the specific factors that impact various financial products on the supply side, as well as various sources of borrowing on the demand side. By identifying these factors, appropriate strategies can be developed to enhance financial inclusion. The paper concluded that a combination of supply and demand side factors are necessary for enhancing financial inclusion. The findings suggest that policies aimed at promoting financial inclusion should be tailored to specific contexts and should consider both supply and demand side factors.

**Krüger, D., & David, A. (2017)** discussed the significance of providing inclusive entrepreneurial education to individuals with disabilities. It suggests that entrepreneurial skills can be useful for them in managing their own affairs or establishing their businesses. The paper recommends a social innovation framework for inclusive entrepreneurial education that includes co-creation, co-production, and universal design principles. The framework is based on a social innovation ecosystem perspective that considers all stakeholders and contextual factors essential for successful implementation. The paper emphasizes the requirement for new and appropriate approaches in entrepreneurship education and beyond, to establish an inclusive learning ecosystem. The paper's findings contribute to the EU policy objectives of promoting entrepreneurship and constructing inclusive societies by offering a framework for inclusive entrepreneurial education for persons with disabilities.

**Agarwal, B. (2001)** examined how seemingly participatory institutions, such as community forestry groups in India and Nepal, can exclude significant sections, particularly women. The paper provided a typology of participation and analyzes the gender equity and efficiency implications of such exclusions. The author concluded that community forestry groups can exclude women in various ways, including limiting their access to resources, decision-making, and benefits. This exclusion can have negative implications for both gender equity and

efficiency, as women's knowledge, skills, and labor are often critical to successful resource management. The author also identified several underlying factors that contribute to gender exclusion, including cultural norms, institutional design, and power dynamics. By analyzing these identifying areas of gender exclusion, policymakers and practitioners can develop strategies to promote more inclusive and effective community forestry institutions.

**Objective of the Study**

To study role of Media in Inclusion of Underprivileged sections of the Society

**Methodology**

The present study is based on a survey conducted with a structured questionnaire. In the analysis, there were 160 participants who took part. To identify the results, statistical techniques such as mean and t-test were employed. The research employed a convenience sampling method, where participants were selected based on their availability and accessibility.

**Table 1 Role of Media in Inclusion of Underprivileged sections of the Society**

<b>Serial No.</b>	<b>Statement of Survey</b>	<b>Mean Value</b>	<b>t-Value</b>	<b>Sig.</b>
1.	It is crucial for media professionals to approach their work with sensitivity and a commitment to social justice.	4.27	9.911	0.000
2.	Media can act as a catalyst for social change by advocating for policy reforms to address the needs of underprivileged sections.	4.32	9.927	0.000
3.	Media can showcase the achievements of individuals from underprivileged backgrounds, inspiring others to overcome their challenges and strive for success.	4.37	10.271	0.000
4.	Media can facilitate communication and understanding between different groups, creating a dialogue that fosters empathy and acceptance.	4.29	7.966	0.000
5.	Media cannot bring attention to the urgent need for policy changes to promote inclusion and equality.	3.97	4.974	0.000

6.	Media plays a crucial role in shaping public opinion and influencing social attitudes towards underprivileged sections of society.	4.49	11.815	0.000
7.	Growth and development of Community Radios in India should be encouraged as they have the potential to bring about significant positive change in the lives of people.	4.43	11.531	0.000
8.	Media has a responsibility to avoid perpetuating stereotypes and biases that can further marginalize groups.	4.30	9.463	0.000
9.	A combination of supply and demand side factors are necessary for enhancing financial inclusion.	3.85	4.568	0.000
10.	The media can provide a platform for marginalized groups to voice their concerns and experiences, creating a dialogue & increasing understanding between different communities.	4.41	11.952	0.000

Table 1 summarizes the mean values for various statements related to study role of Media in Inclusion of Underprivileged sections of the Society and the highest mean score of 4.49 was obtained by the statement “Media plays a crucial role in shaping public opinion and influencing social attitudes towards underprivileged sections of society”. The second highest mean score of 4.43 was obtained by the statement “Growth and development of Community Radios in India should be encouraged as they have the potential to bring about significant positive change in the lives of people”. The study found that the media had an impact on voice raising, as shown by the mean value of 4.41 for the statement “The media can provide a platform for marginalized groups to voice their concerns and experiences, creating a dialogue & increasing understanding between different communities”. Another concern was underprivileged backgrounds as “Media can showcase the achievements of individuals from underprivileged backgrounds, inspiring others to overcome their challenges and strive for success”, which had a mean score of 4.37, and the statement “Media can act as a catalyst for social change by advocating for policy reforms to address the needs of underprivileged sections” had a mean value of 4.32. The mean score for the statement “Media has a responsibility to avoid perpetuating stereotypes and biases that can further marginalize groups” was 4.30, while the mean value of 4.29 was obtained for the

statement “Media can facilitate communication and understanding between different groups, creating a dialogue that fosters empathy and acceptance”. And the mean value for the statement “” was 4.27. The last two statements, “Media cannot bring attention to the urgent need for policy changes to promote inclusion and equality” and “A combination of supply and demand side factors are necessary for enhancing financial inclusion”, had the lowest mean scores of 3.97 and 3.85, respectively. All statements had a significant t-value, indicating a positive impact on the role of Media in Inclusion of Underprivileged sections of the Society, with a significance value of less than 0.05.

## **Conclusion**

The media plays a crucial role in promoting inclusion and equity for underprivileged sections of society. By raising awareness about the challenges faced by these groups, highlighting their successes and achievements, and advocating for policy reforms, the media can facilitate a more inclusive society. The media can also provide a platform for these marginalized groups to voice their concerns and experiences, creating a dialogue and increasing understanding between different communities. However, it is important to note that the media also has a responsibility to avoid perpetuating stereotypes and biases that can further marginalize these groups. Therefore, it is crucial for media professionals to approach their work with sensitivity and a commitment to social justice. By doing so, the media can continue to play a positive role in creating a more inclusive society where everyone has equal opportunities and access to resources.

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