

Tracing the Direction of Media Activism: Public Perspective

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Abstract : Human progress and development are highly influenced by the power of information access and technology. A global and multi-national transformation all over the world is possible due to digitalization. In the process of exchanging information, experience, and resources, there is a radical shift in who controls them. Mass media has turned the world into a global village by strengthening communication network. As a result, a new digital culture has emerged as a social network commonly known as new media. Today the advancement of technology is at the doorstep of everyone linking to anywhere. The traditional social restrictions are broken down by the new type of virtual communication modality that transcends people beyond boundaries. At the same time media empire has invaded every nook and corner of the world through great expansion. Media activism is growing stronger and stronger but the truth and true meaning lost in the process. This paper explores the peoples' attitude to media activism and tracing its direction. The methodology employed is random sampling survey and content analysis method. Both qualitatively and quantitatively measured. The findings tend to show 60 percent indicate media activism as positive and others indicate as negative. As a conclusion, media activism has danger within but depends on nature of the development of human orientation.

Keywords : media activism, media industry, program, truth information, orientation and nature

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