iJRASET
International Journal For Research in Applied Science and Engineering Technology



INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 12 **Issue:** V **Month of publication:** May 2024

DOI: https://doi.org/10.22214/ijraset.2024.60240

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International Journal for Research in Applied Science & Engineering Technology (IJRASET)
ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 12 Issue V May 2024- Available at www.ijraset.com

A Study of the Role of Mass Media in the Development of Society in Sudan: A Case Study

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Abstract: ***The broad communications assumes a vital part in shaping social orders around the world, impacting social standards, spreading data, and encouraging financial turn of events. In Sudan, a country with a rich social legacy and a background marked by political unrest, the job of broad communications turns out to be considerably more critical. This theoretical digs into the diverse commitments of broad communications to the advancement of Sudanese society. Broad communications fills in as an imperative stage for data scattering, offering residents admittance to news, current issues, and instructive substance (Adam, A. (2018). In a different and geologically scattered country like Sudan, where ignorance rates stay high and admittance to formal training is restricted, broad communications overcomes any barrier in information dispersal. Through papers, radio, TV, and progressively advanced stages, residents gain consciousness of public arrangements, formative drives, wellbeing efforts, and socio-widespread developments. Writers and media specialists frequently assume an essential part in uncovering debasement, unfairness, and common liberties infringement, in this way considering specialists responsible and driving cultural advancement. The job of broad communications in Sudan isn't without challenges. Restriction, government control, and administrative limitations frequently thwart media opportunity and pluralism, smothering the variety of perspectives and hindering the media's capacity to satisfy its formative job successfully (Khalil, A. M. (2017). Moreover. In any case, tending to the difficulties of media opportunity, access, and pluralism is basic to bridling the maximum capacity of broad communications in driving feasible turn of events and cultural advancement in Sudan.***
Key Points: Information Dissemination, Educational Impact, Cultural Preservation, Social Mobilization and Advocacy, Political Influence, Economic Development, Challenges and Risks.

I. INTRODUCTION

The job of broad communications in the improvement of society is a subject vital, especially in countries going through critical socio-political changes like Sudan (Khalil, A. M. (2017). With its rich social legacy and different populace, Sudan faces various provokes on its way to improvement, including political shakiness, monetary differences, and social imbalance. In this unique situation, understanding the effect of broad communications on cultural advancement becomes urgent. Broad communications incorporates a wide exhibit of correspondence stations, including papers, radio, TV, and computerized stages, which on the whole shape popular assessment, spread data, and impact normal practices. In Sudan, where admittance to formal training is restricted and lack of education rates stay high, broad communications fills in as an essential wellspring of data and information spread, crossing over holes in admittance to data and enabling residents with imperative information Elhag, A., and Osman, A. (2020).

Past its part in data scattering, broad communications assumes a significant part in forming public talk and encouraging social change (Yassin, M. M., and Abdelmoneim, Y. (2020). In Sudan, a nation set apart by ethnic variety and verifiable strains, media stages act as fields for exchange, discussion, and promotion, empowering residents to voice their perspectives, challenge winning stories, and backer for basic liberties and civil rights. Besides, broad communications adds to financial improvement by working with business, venture, and market access Elhag, A., and Osman, A. (2020). Through publicizing, showcasing, and business news inclusion, media channels invigorate monetary movement, set out work open doors, and advance purchaser interest, subsequently driving financial development and thriving.

Regardless of these difficulties, the capability of broad communications to add to the improvement of Sudanese society is tremendous. By addressing the hindrances to media opportunity, elevating admittance to data, and tackling the force of media for social preparation and monetary strengthening, Sudan can use broad communications as an impetus for maintainable turn of events and cultural advancement.

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In this paper, we will investigate the multi-layered commitments of broad communications to the improvement of Sudanese society, looking at its part in data dispersal, social change, and monetary turn of events, while likewise tending to the difficulties and potential open doors for utilizing broad communications as a driver of positive change in Sudan.

A. Research Issue

Training is one more essential perspective affected by broad communications in Sudan. TV and radio programming committed to instructive substance contribute essentially to education upgrade, wellbeing mindfulness, and in general information scattering (Joined Countries Improvement Program. (2020). By utilizing media as an instructive apparatus, Sudan expects to connect information holes and engage its populace for dynamic support in the country's turn of events.

Social protection is foremost in a country as different as Sudan, and broad communications assumes a significant part in advancing and shielding the country's rich social legacy Elhag, A., and Osman, A. (2020). Through different media stages, Sudan grandstands its conventional music, craftsmanship, and stories, cultivating a feeling of personality and progression among its kin.

Past culture, broad communications fills in as an impetus for social preparation and promotion in Sudan. It gives a stage to conversations on basic social issues, permitting different voices to be heard. The fundamental issue of the review is Media missions can bring issues to light about squeezing matters, prepare networks, and supporter for positive change in regions like wellbeing, schooling, and common liberties.

B. Objective Of Study

1) To enhance civic awareness and engagement by providing accurate and unbiased information on socio-economic, political, and cultural issues through mass media channels.
2) To contribute to the educational development of the society by broadcasting informative and educational programs that focus on literacy, health, and other key educational topics.
3) To address challenges such as censorship, biased reporting, and political interference through advocacy, policy initiatives, and professional development programs for media practitioners.

C. Scope Of The Study

The role of mass media in the development of society in Sudan is a multifaceted and dynamic subject that encompasses various aspects of social, economic, political, and cultural development. Mass media, including newspapers, radio, television, and online platforms, play a crucial role in shaping public opinion, disseminating information, socio-economic, political, and cultural issues and influencing society changes (Ibrahim, A. S., & Omer, H. O. (2019).

Mass media serves as a primary source of information, keeping the public informed about local and global events, economic developments, health issues, and other critical matters.

Access to accurate and timely information is essential for societal development, as it enables individuals to make informed decisions and participate in the democratic process (Yassin, M. M., & Abdelmoneim, Y. (2020). the role of mass media in the development of Sudan is instrumental in shaping public opinion, fostering informed citizenry, promoting cultural identity, influencing political processes, and contributing to economic growth. Analyzing both the opportunities and challenges within the context of Sudan's unique socio-political landscape is crucial for understanding the full scope of mass media's impact on the country's development.

D. Hypothesis

H1.Mass media, through its selection and presentation of news and information, sets the agenda for public discourse and influences the issues that society considers important.

H01. The media's emphasis on certain topics can shape public opinion and policy priorities, thereby playing a crucial role in the development of societal norms and values.

H2.Mass media plays a significant role in socializing individuals by exposing them to a wide range of perspectives, lifestyles, and societal norms.

HO2. It contributes to the formation of opinions, attitudes, and behaviors, influencing the way people perceive themselves and others within the larger societal context.

H3.Mass media exerts significant influence on political processes, shaping public opinion, and influencing electoral outcomes.

HO3. Media coverage of political events, candidates, and policies can impact the political landscape and contribute to the development of democratic institutions.

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This hypothesis can be tested through surveys, interviews, or other research methods that assess public perceptions and attitudes regarding Agenda-Setting, Information Accessibility, Political Influence in the media and its influence on society development in Sudan.

II. REVIEW OF LITERATURE

A. Understanding the Work that is done by Community Developers

It is important to note first and foremost, that the work that is undertaken on the part of community developers is something that is aimed at bringing about an improvement in the quality of lives of both individuals as well as whole families Social workers, teachers and police are examples of community development workers, with their main role being to strengthen or enhance the people who are living in a specific community (Yassin, M. M., & Abdelmoneim, Y. (2020). Social workers conduct all the agitation that is needed to raise awareness about social ills, and undertake plans and programs in order, to eradicate such ills Teachers have an important role to play in educating people who are living in the community, teaching them the art of literacy, and making sure that they have all the skills and the tools that are needed to be aware and to earn an income for themselves, while police are concerned with law enforcement and by making sure that the people who are living in the community, are safe, and protected (Asiksoy et al., 2019).

B. Understanding the Role of Mass Media

Mass media is a term that describes all the communication tools that are deployed to make the people of a country, and of a society, aware of all that is going on in their immediate and extended environments. Knowledge dissemination is the most important purpose that is connected to the use of mass media. As such, those who do engage in the use of such tools do so to educate people and to make them aware of all that is happening around them, both the good and the bad. It is for instance by reading a newspaper or by watching a news channel that an individual will be in a position, to understand not only what is happening in the world around him, and what is taking place in his immediate society as well (Aras, 2018).

Like the newspapers, and like television radio and social media are also popular tools of mass media, with people tuning into radio channels and logging onto social media sites and platforms in order, to find out about what it is that is going on in their society and community, what are the ills taking place, how such ills are being addressed and what it is that is being done by the state and by civil society to make sure that the lives of the people of a community are safeguarded and that they are protected from the threat of harm in every possible way (Aras, 2018). Social workers have for instance been using mass media quite extensively in order, to inform people about donation drives and charity events, to raise money for a cause and to use the money that has been raised to address many of the wrongs and the inadequacies that are found to be present in the society.

C. Mass Media and Community Development

It is clear, that mass media is one of the most powerful tools that can be made use of by community development practitioners, to further the work that they undertake on a daily, basis, because of the outreach that is associated with mass media use (Mukhtar, 2020). Social workers, law enforcement authorities and teachers, among others, can make use of social media platforms and television, the radio etc. in order, to let members of the community know about the work that they are undertaking, the goals associated with the work that they are involved in, and what it is that they have managed to achieve so far, insofar as community development is concerned (Mukhtar, 2020). Social media platforms such as Facebook and Instagram for instance, are being heavily utilized by community development practitioners, not only to raise awareness about the work that they are taking up, but also to solicit support and even funding for that matter, for the various projects that they are engaged in (Hoffman et al., 2018). With the outreach that is connected to mass media use and the level of support and awareness that community development practitioners are able, to generate through the use of mass media, it can be stated with considerable clarity, and firmness that mass media has an important role to play in enhancing community development work.

III. MATERIALS AND METHODS

A vast majority of the information gathered for this study will consist of secondary research primarily from books, journals, internet, newspaper articles and any available (Yassin, M. M., & Abdelmoneim, Y. (2020). There is extensive contributing literature yet to be competently researched that will highlight methods currently in use or being launched to improve development in study area through mass media.

A. Questionnaires

What are the different types of mass media?
What is the role of mass media in society?
Whether mass media gives negative effects on the society?
Whether media acts as a watch dog for Govt ?

B. Research Design

1) The current research will be Qualitative and Quantitative. Secondary data will also be used to summarize the study.
2) Observational, case study research will also be used for the study.

C. Duration Of The Study

This study will extend for a period of 4 academic years (2019-2023).

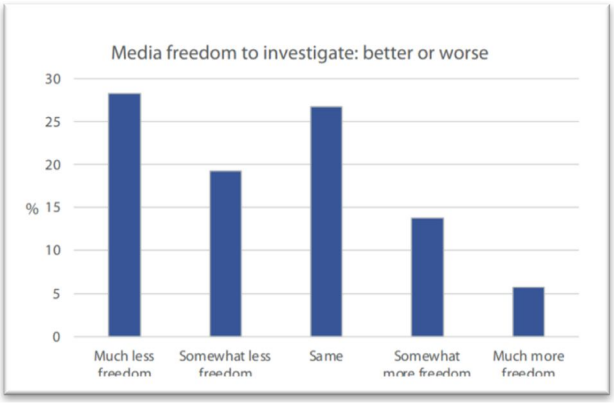
D. Hypothesis Testing

Various statistical tools and Software's for the Hypothesis framed will be used for the statistical analysis. It will include Correlation analysis, Factor Analysis, T-Test. ANOVA and Kruskal-Wallis test.

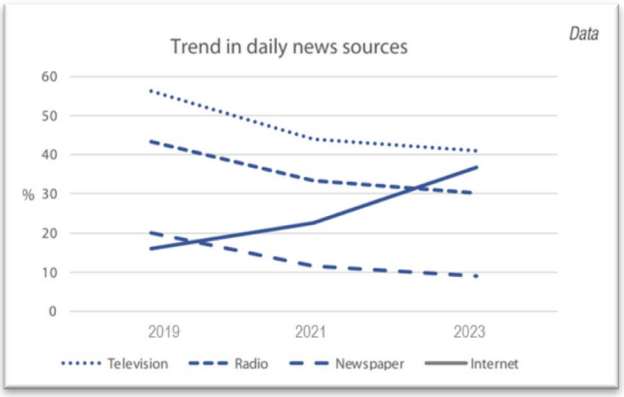
IV. OUTLINE OF HOW THE DATA ANALYSIS

This table provides a structured overview of the different aspects of data analysis related to the role of mass media in the development of society in Sudan, along with the data sources, methodologies, and key findings for each aspect.

Afrobarometer also showed a longer-term decline in reliance on traditional media (radio, TV and press) for access to daily news. Respondents were asked: "How often do you get news from the following sources". Among those responding "every day", the internet as a source of daily news grew from 16 per cent to 37 per cent over the period from 2011 to 2018, while daily consumption of the traditional media declined over the same period, with newspapers seeing the largest relative decline from 20 per cent in the 2011/12 survey to 9 per cent in 2017/18. These trends are reflected in media consumption worldwide and are unlikely to be reversed.



Data source: Afrobarometer 2017/18



Source: Afrobarometer 2011-2018

Aspect of Analysis	Data Source	Methodology	Key Findings
Media Consumption Patterns	Surveys, Data from broadcasters	Survey questionnaires, Content analysis	- Television is the most preferred medium among Sudanese citizens, followed by radio and digital platforms. - Urban residents tend to consume more digital media compared to rural populations. - Older demographics prefer traditional media like radio and newspapers.
Impact of Media on Public	Opinion polls, Focus groups	Quantitative and Qualitative analysis	- Media coverage significantly influences public perception of political issues and societal norms. -

Opinion and Behavior			Positive correlations found between exposure to media campaigns and changes in behavior, such as increased participation in community initiatives.
Media Freedom and Censorship	Legal documents, Media reports	Legal analysis, Comparative study	- Sudan ranks low in media freedom indices, with instances of censorship and restrictions on press freedom. - Legal framework lacks safeguards for media independence, contributing to self-censorship among journalists.
Access to Media	Demographic surveys, Census data	Statistical analysis, Demographic profiling	- Disparities in media access exist across demographic groups, with rural and marginalized communities having limited access to media platforms. - Gender gap in access to digital media, with men having higher internet penetration rates compared to women.
Role of Media in Economic Development	Economic data, Advertising expenditure	Economic analysis, Content analysis	- Advertising expenditure correlates with economic growth, indicating the role of media in stimulating consumer demand and market activity. - Media coverage influences investment decisions, with positive media narratives attracting investors and promoting business confidence.
Comparative Analysis and International Benchmarks	International indices, Comparative studies	Comparative analysis	- Sudan's media landscape lags behind international standards in terms of media freedom and pluralism. - Lessons learned from successful media interventions in other countries can inform policy reforms and capacity-building initiatives in Sudan.
Challenges and Opportunities	Stakeholder interviews, Case studies	Qualitative analysis	- Key challenges include censorship, inadequate infrastructure, and financial constraints. - Opportunities for improving media effectiveness include promoting media literacy, fostering digital innovation, and strengthening regulatory frameworks.

V. CONCLUSION

The role of mass media in the development of Sudanese society is complex and multifaceted. While it has the potential to contribute positively to various aspects of society development, challenges such as political interference socio-economic, political, and cultural issues and censorship need to be addressed to fully harness the positive impact of mass media in Sudan.

In conclusion, the role of mass media in the development of Sudanese society is undeniably significant, yet riddled with challenges and opportunities (Ahmed, A. (2022). Through various platforms such as newspapers, radio, television, and digital media, mass media serves as a vital conduit for information dissemination, social mobilization, and economic empowerment. Moreover, mass media acts as a catalyst for social change by promoting awareness, advocating for human rights, gender equality, and social justice. Economically, mass media fosters development by facilitating entrepreneurship, investment, and market access. Advertising, marketing, and business news coverage stimulate economic activity, create employment opportunities, and drive economic growth.

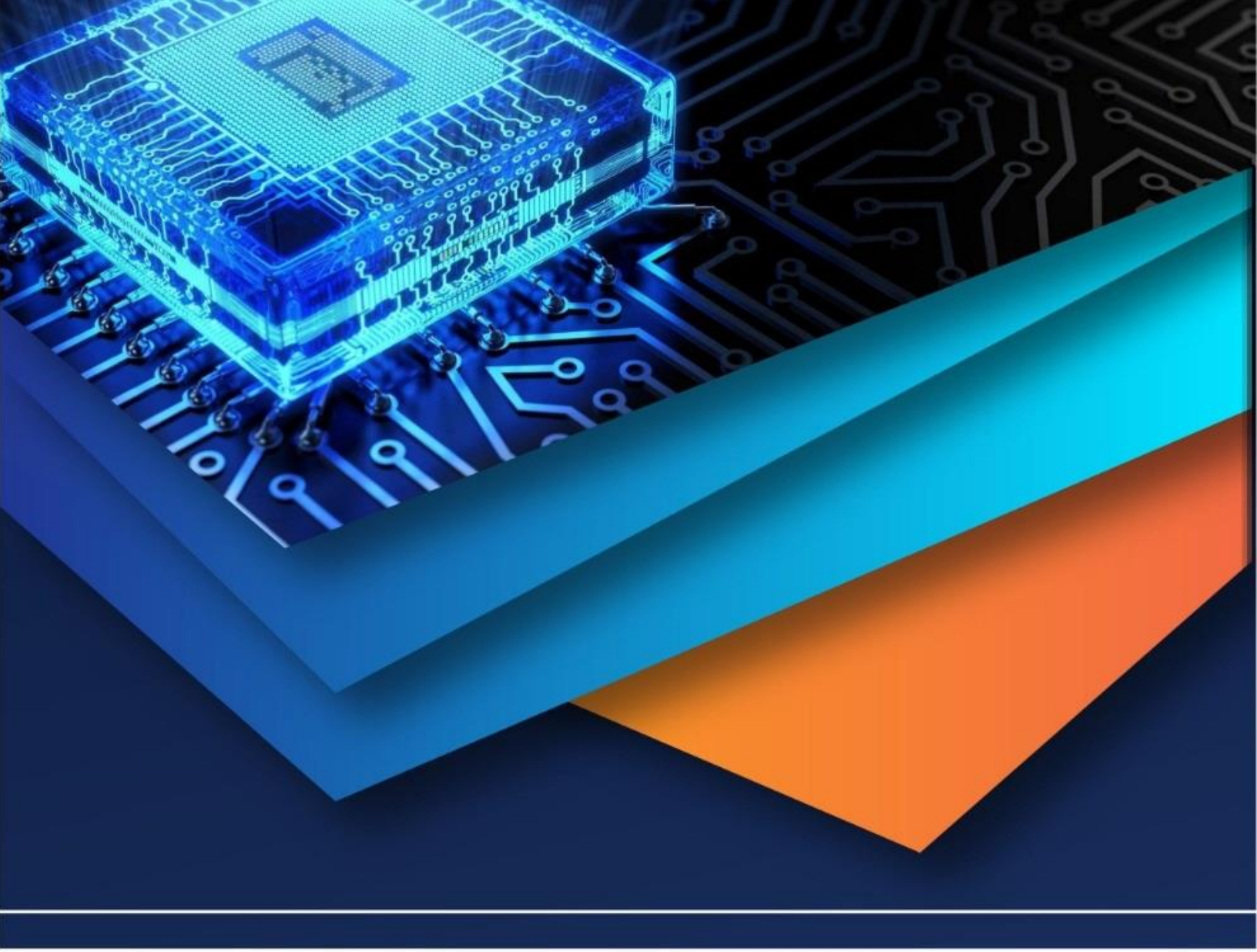
To fully harness the potential of mass media for societal development in Sudan, concerted efforts are needed. These include promoting media freedom, enhancing access to information, fostering media literacy, and investing in digital infrastructure (Ahmed, A. (2022). By addressing these challenges and leveraging the power of mass media effectively, Sudan can pave the way for sustainable development, democratic governance, and social cohesion.

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