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Literature, Media and Market

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Synopsis: Literature is the medicine for man and civilization for years. It attracts and affects the soul and mind. In modern times transformation of media makes a big difference in human approach. Though Communication is the primary aim of media, but it works like a window of conscience. In the age of globalization the media has a great influence on society. Though market is an economical concept but our daily life is bound to rely upon it. And now literature, media and market remain in an inter related manner. One affects the other two. This analysis tries to find out the inter relationship among literature, media and market.
Keywords: Literature, Media, Market, Communication, Globalization, Literary Sensibility, Media ethics, Change in media approach

I. INTRODUCTION

It is known to all that literature is the mirror of society. Literature evokes the human feelings and emotions. We consider literature as a reflection and store house of history in a silence mode. Through literature, one can get the essence of social, economical, cultural as well as political history of a particular period of time. Literature is the medicine of all kind of wounds that a civilization faces. In modern concept it behaves like a power house unit for all charge out movements. Literature is all about ideas and concerns. It talks about the society and man from a different angel. To think about the different sides of a matter and cope with different point of view literature is the best way.

Now-a-days reading is not at all a great hobby. Many students are relying upon their course of study only. The educated masses are engaged in livelihood in such a manner that they have no time to spend with the books. Books are with the dust and in the shelf. Lots of people search the pdf files to keep their hobby in a green zone. The book is now in a touch-only distance. One can go through a book just in no time. But still we have no time to spend with the book.

In an age of information and an era of technology media has a big role to play. Media is such a channel where one can open up to a bigger canvas. Though print media made the path to a brighter surface, now a day's electronic and social media are the fastest store house of information. In addition to getting and giving recommendations, social media has allowed writers and readers to connect more easily than they ever could before. While this sounds great in theory and actually is great in practice it also blurs the distinction between reader and writer. A common refrain in literary criticism is that the author is dead except the author *isn't* dead; they're vanity searching their name in Twitter to see what people are saying about them. *Or* a critic has tagged the writer in a particularly virulent review to get a rise out of them. And now that very-much-alive author feels the need to explain what they really meant, or to defend themselves, or whatever.(1)While it has always been true that writers can't control how readers react to their work, the Internet has made the reader-writer relationship feel more like a back and forth conversation

Media is all about the information. Collecting the incident and data of different aspects are the first goal of media. They eagerly wait for the news material or sometimes they can create a new material. Both the print and electronic media running over the breaking news. We are living in such a virtual time now where every news is a 'BREAKING NEWS'. But irony is that after 15 to 30 minutes in electronic media, the 'breaking news' disappears. In print media also the news with a big and bold caption may easily disappears tomorrow. Many people addicted to social media also. And a critic argues that too much engagement with social media is the root of all kinds' evil in a society. Some of them accuse social media as the killers of literature in a print mode. But it is a fact that in present scenario literature does not want to rely upon the print mode only.

Market is all about economy. Where one can sell and many can buy. It is a space of unlimited wants. Selling and buying are the two major opponents in a market. In mainstream economics, the concept of a market is any structure that allows buyers and sellers to exchange any type of goods, services and information. The exchange of goods or services, with or without money, is a transaction. (2)

Media is a market oriented product now. Though the real goal of media is to enhance the awareness of the society and it always trying to do so. But media is bound to rely on advertisement. Without advertisement it is too difficult to run for a media house. The real cost of a printed news paper is too higher than its printed cost.

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It can only run through advertisement. We also found that during covid-19 situations, a lots of news paper are bound to reduce their page with a price hike. It is only for lack of advertisement. So to remain in top media wants to sensitize an issue with a more effective manner.

In a book titled "processing news"SidharthMishra starts a discussion by saying "Journalism is the only profession where entry could be made without submitting to a regulator. This had led to people with extremely different levels of intellectual capacity entering the vocation. x xx Journalism over the past few years has also been chosen by some for the scope of glamour it provides. The lure to get an access to the powerful and the successful is overwhelming. Then there is also the desire to be famous by being a show anchor or a television reporter."(3)

So the media of electronic world has established a tendency to generate the idea of glamour with its feather. But we must accept that the aim of Media is not so. Media is a mode of communicator. From the past era to now it is based upon facts and findings, information and analysis. But now in the era of globalization it has run through with a new pace and face. The new face of media includes the value of money and market. Now truth finding is not the only goal of media. It can present the truth with a Twist and sensation; can make a drama with it. Now a day's facts and knowledge are not the wings of media. Present day media keeps its eye upon the economical growth also and they have no other option. Running a news house is not so easy for anybody. They have to rely upon advertisements and advertisement is the only solution for a media house now. Direct advertising, notices, flyers, stickers of trade, industry, agriculture and related publications and the advertisement of political leaders are the main source of income for media unit now. There are advertising agency and advertisement clubs are present to assemble the source and they try their level best to portray the person, factory or organization with so much coverage. When they are bound to do that for running a race of livelihood they have no other way. In some cases they have to compromise. So it is natural that there are social criticisms against advertising.

Another vital observation is that the effect of advertising is increasing day by day because of the modern media including the interactive media such as the internet is on rise. But people have to read, watch or listen to advertising whether they like or not. Those who avoid one medium and go to other media have still to look at advertisements. Even though internet world has the same flow now.

Before Independence media acted like a mission to erase darkness from the society and soul. It acted as a friend, philosopher and guide for the poor and ignorant Indians. The main aim of Media was to eradicate all the evil from this Society. But with the flow of time it moved towards an industry based set up.

When an advertisement campaign is organized, all the divisions of the agency function with a single purpose, which is looking after the best interests of the client, with due attention to time, schedule and planning. The accounts executives are responsible to the president of the agency and also to the chairman, president or managing director of the client company. They also make sure that the copywriters (creative department) and there staff carry out the wishes of the client and that the client's ideas are interpreted effectively. "Market researchers ascertain the sale ability of particular products and services offered by the client and survey the consumer's preferences through research. They find out how, where, when and to whom a product or service is likely to be sold the most. If the market researchers of the agency find the work too cumbersome or inconvenient, they entrust the work to an outside market research company with the Concurrence of the top management of the agency as well as the client company."(4)

So the economic base of mass communication is advertisement. Modern media house, mass communication and advertising are jointed in a symbiotic relationship. One helps other to grow. It is a kind of relationship where economy, business takes a great role. No media unit that aims at making more and more people its users and customers can function without the financial support of advertising now. We may say near about forty percent of regional language news paper space is devoted to advertising.

Now a day's literature has changed its shape and structure. With the growth of technology now literature wants to cope with the age and demand. We may see a literature in a PDF files, in an image or in a YouTube link. Since the invention of various equipments of technology, information friendly browser world and a virtual world of idea borrowing the boundaries are expanded. Like writer of old age modern writer does not rely open their own surroundings. Now there are applications and technology are everywhere to help you but space for writing from the heart is unavailable. Though we shouldn't blame the modern era for its techno friendly approach, as we all are gaining much from it. But it is a fact that the present literature also need a market to cherish, It is a hidden goal of almost all writers that to make popularize his or her literary works to an expanded world. Every writer of modern era uses the social media to reach readers. They frequently post information about their literary works, new arrivals or post laurels to attractive more and more mobile or internet user. The term 'reader' is something different now. Everybody, who has seen your post or commented with emojis, is reader now. Literary works has run through with a no editing since. Anybody can write, can post and can publish a literary work. A person who has some follower can treated is a celebrity in social media language.

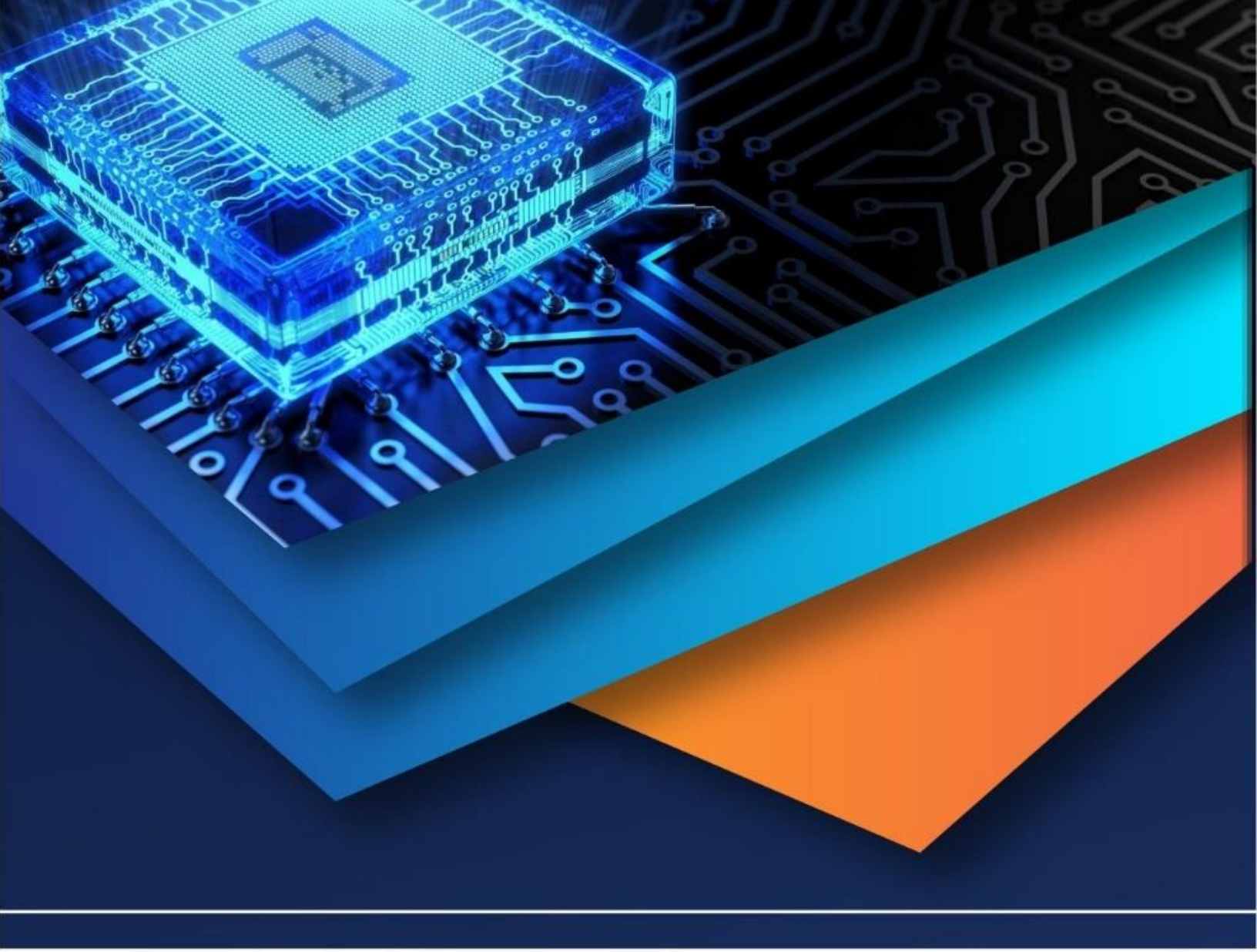
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The interference of signs is manifested as modernized confluence, recognizable by the new generations, making room for a new collective memory. In this arrangement of recycled and hybrid forms, the reader can become a true investigator and recognize, beyond the cultural high-brow discourse. (5) Also the media and mass communication became stronger economically and technologically day by day. With the economic development and industrial and social revolutions, both media and market take an influential role. Literature works just as a light house. It remains silent but works as a path finder. Like history literature also tries to keep the documentation of a zigzag society with different point of view. These trios should go as long as they can. Who knows what the future is! But in present context of globalization there is no other way around. They have to rely upon others. They have to go with each other. They have to balance the street with ethics and economy.

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