



Relevance of media law on business opportunities

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Abstract

Media law is not a concept used to refer to a single, integrated body of law such as contract law and criminal law. Media law is a branch of law comprising a system of legal standards regulating mass media activities. Which focuses at the restrictions under which media outlets can work. Media law regulates, on the one hand, the principles of media goods and, on the other, the format and content of media goods which may be confer as business. Due to technology advances and the deployment of new media content distribution strategies, the media and broadcasting sector in India is constantly growing. This is a combination of a range of rules and ethics that are familiar to a job journalist's the advertising business. When using the term 'media law' is the emphasis on it itself. This tests the limits of activity of media corporations and journalists. The text aims to open evidence regarding origins and facets of Media Legislation. Media do help a lot for carrying out a business and guarantee various business opportunities. It publicizes the business ideas and also see to the smooth functioning of it. It attracts many investors and tries to find out that the same can be maintained. The paper mainly deals with the business opportunities so provided by media to the Startups or other investors. Thus Media plays an active role in corporate affairs and do thereby help in the growth of the business. Thereby conclusion can be drawn that Media law have its relevance in business opportunities.

Keywords: media legislation, open evidence, growth, startups

Introduction

Informing individuals of their environment, the reality in which they exist, means players a crucial role. Media law, such as the law of contracts or the law of breaches, is no term for a cohesive or structured agency. This is a combination of a number of legislation and ethics that are considered the most important laws for a social journalist and media industry. When they utilise the term, the attention is on the law itself. This illustrates the defining forces under which media organisations and journalists work. Therefore this sort of attention diverts the focus to words such as freedom of speech and of expression, libel, anonymity, censorship, lack of confidence, and freedom of information and access. Media Laws is not about a single legal code, it more island of a set of ethical norms which affect the work of publications in the press. Over and above, other press types have different regulations as their part. Subsequently, there are conventional laws that must be fulfilled by all artists during performing her activity. Only as writers conform to their trade's popular legal and ethical values can they fulfil their key function within a democratic society: to serve the public interest.

Globalized mass media structure will vary between the market, society, politics and culture of various cultures. In communist societies that followed totalitarianism like the ex USSR, Chinese society with tradition there were drawbacks to what a media would just say about the state. To the best of everything stated against the state for fear of revolutions. On the other hand, almost everything is permissible in nations such as the United States, which have a Bourgeois democracy. But to make us in agreement with the perspective of the Indian Party and his system of Parliamentary Democracy, it is certain that the press is free, albeit subject to some legitimate boundaries laid down by

the 1950 in its text, as amends ("Constitution"). When the impact of globalisation had even been seen, the government had absolutely control of the mass media and allowed the press to portray only the what the government wanted for their public to see and that the public to see it. But with globalisation and privatisation, the situation has undergone a huge change in effect.

Role of social media in businesses

The idea that it gives us the ability to connect with our clients is one of the biggest benefits of social media for corporations. Scrolling through your client base with Twitter and Facebook posts gives you insight into what you need. This is helpful to help the business build marketing campaigns that meet its needs.

- 1. Improves Responsiveness:** The method of distribution and input by way of social media is made simpler. If your clients have questions, or issues with, what your company does, they will tell you in a prompt way. Social networking provides individuals an achievable means to convey their thinking and allows businesses an incentive to react. Through such machines, companies will see lawless stuff and verify to their clients that their questions will be answered.
- 2. Competitiveness:** In the dynamic world of industry more and more businesses are using social media. To be able to increase internet visits to the website and increase sales, you must be ahead of the market by delivering the right goods and services for your clients to avoid from making.
- 3. Effective Marketing:** Advertisements preparing in educational advertisements are an efficient way of spreading the voices concerning your business. As social media growing social media knowledge and

businesses give customers the ability to consistently educate them of the goods and facilities they can deliver.

4. **Affordability:** Managing a social media page is a reasonable way to support the business by using networking measures to extend the company's online presence. Social network, which ensures justice to small companies that contend with popular brands who are different.
5. **Databases:** DBAs for the distribution of facilities that are appropriately scalable to satisfy the varied demands of different businesses. Focus is put on the administering and supporting of databases from distant regions, thus supporting each consumer's unique need. In order to provide a reliable, safe, experienced approach to data database management, resources for various database environments are available.
6. **Informative:** Social networking is insightful and allows you insight to what the target and what consumers for goods and services share online. This offers you better insight into the industry and several variables that influence the business.
7. **Online Presence:** Social media as an important part of the everyday lives of individuals have grown. People debate nearly everything about their lives, from exchanging lunch information to ranting about poor service. Daily various individuals join social media channels and companies need to maximise their internet access. Statistics say that the way people use social media and communicate digitally impacts the way they make buying choices. And more customers opting to order online, the purchasing policy is dramatically modified. That helps stores to interactive social media to suit with change in the marketing or marketing business in addition.
8. **Communication and Branding:** Communication is critical for any company's success and frequently engaging your customers helps to improve your image. You can connect and handle your clients on a private level through the social networks. When the organisation is engaged in debates, the user finds you as available, sensitive and free. The way that you are viewed and users are gradually linked to the information that you get, is adversely affected by this sort of presentation. Both social media and personal tales can help boost the tech retail. Because of your interaction via social media, you should now be able to define your goods to your new client base.
9. **Social Media for growth in business:** Through devices are carried out as regards handheld devices. Make sure that your social media approach is suitable for mobile phones to guarantee a useful user experience. Social media advertising sites generate popularity at a fast pace, and the use of those websites in advertising and to promote what they have offered will also be crucial for them.

Importance of media in business

Businesses are hugely benefited from media. In other words, Media provided a huge platform for the businesses to expand. It is media which favors the import and export of the businesses. It also facilitates to know the details of the products and also helps to find out whether the investment of the same would be profitable or not. Media provides an

advertisement platform of the same in order so that the business could grow and yield a high return growth potential. Media Laws whether strict or lenient provides a great opportunity for the businesses to expand and also provides a high growth return potential. The various relaxations by the Union Government which are provided to the businesses from time to time also facilitates the businesses and the same are possible to be known to the people at large through media only.

However media Laws are required to be made flexible such that business could be favoured. There is a huge relevance of media over the business sectors and the same are as well advantageous in nature. Likewise it can be rightly pointed out that if the media laws are more flexible it shall favour the business and the advertisement of the business as well are of equal importance. Thus, it is quite relevant the Media Laws favour business opportunities and also opens the door to many businesses to carry out its business in a proper manner.

Conclusion

The world's mass media systems vary in accordance with the diverse cultures' economy, politics, religion, and culture. It is true from an Indian point of view and its system of parliamentary democracy that the press is free but subject to certain fair constraints set on it by the 1950 Indian Constitution. The government controlled the mass media before the impact of globalization was noticed. It allowed the media to portray only what the government wanted the public to see and how the populace wished it to be viewed. With the beginning of globalization and privatisation, however, the situation has changed humbly due to the various Acts but to make the business opportunities more available and also successful it is required to reform the media laws and adjust the same with corporate affairs and if any loopholes so found are thereby mandatory to be remade. It is the media platform upon which the businesses opportunities can be flourished by providing wide opportunities. Thus, in simple words media helps a lot and improvises the condition of the businesses and such media laws are very much relevant and required to Amended as and when needed.

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