

Media's Effect on Society: A Sociological Perspective on Demonetisation

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Abstract: *The media serves as a mirror of our society, portraying its dynamics and functioning. The media, whether in print, electronic, or web form, serves as the primary medium for disseminating information and keeping individuals informed. Additionally, it serves the purpose of providing entertainment to the general public, as well as facilitating education and raising awareness about current events. In contemporary society, media has assumed the role of a prominent communicator. A diverse range of media platforms has effectively stimulated the cognitive processes of the younger generation and other segments of society. The objective of this article is to examine the role of media and its efficacy during the period of demonetization. The primary aims of this study are to examine the role of media in informing individuals about demonetization and its consequences. This article aims to examine the role of media in the dissemination of information pertaining to significant matters, as well as the mechanisms through which individuals acquire knowledge regarding current events. The article examines the behavioural patterns and media access during the period of demonetization.*

Keywords: Media, Sociological Approach, Demonetisation, Impact on society