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Role of Media in Promotion of Education and Protection of Human Rights: An Overview

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Abstract

The current paper depicts the substantial contribution of mass media to cooperate the government and the society on the right track on their exertion to safeguard, administer and stimulate human rights and education. Sometimes, customary unrestricted speech or freedom of countenance disputes accept that the main concern is an individual in particular the rights of speakers to prompt their opinion to others. Nevertheless, there are awe-inspiring disputes to encompass freedom of speech to the mass media. The media provides readers, listeners, viewers with information and the range of ideas and opinions that empower them to contribute actively in a political egalitarianism and instruct them about their basic human rights. The relationship between press liberty and liberty of speaking is even sometimes considered to be alike. They have approximately the same connotation. The incontrovertible supremacy of the media and its ombudsman place as a fourth division of the government has been substantiated in many cases. Copious human rights defilements have been disclosed by the media and the perceptions of human rights have touched the civic through the media which in return apprised many to uphold the gens of the international human rights commandments.

Keywords: *Social media, human rights, promotion, protection, education, internet*

1. Introduction

Press has a sacred duty to focus human rights violations and take measures for protecting and promoting them for the betterment of the mankind. Again, it can perform an imperative role in Education. Promoting human rights is a challenge in most of the third world countries. Lack of proper education, poor economy, communication gap and sometime state's unwillingness are the main reasons behind it. However, it might be possible to promote human rights through 21st century's social media. In fact, social media is being used as a tool in promoting human rights in some first and second world countries. Now a days, Facebook, Twitter, YouTube have become essential in expressing general people's opinion in this digital age. From the Arab Spring to Turkey and in major electoral reform rallies in Malaysia, it has been exposed how movements around the world have used internet-based platforms to communicate, organize, and share critical information that impacts their lives.

Without any doubt, social media is indeed helpful to monitor human rights in many countries and also to uncover incorrect information. In Bangladesh, activists, human rights defenders, researchers and simple citizens of Bangladesh have the endless potential in promoting human rights with the use of social media. The young generation of Bangladesh are using social media a lot. Recently, the users are increasing because of affordable smartphones and internet connection. With the simple use of a computer or a mobile phone and an internet connection, people can get informed, trained and engaged with other people. In addition, it also helps in raising awareness or triggering social movements and learning much more easily and on a wider scale than ever before. A little awareness, education with the potentials of Bangladeshi young generation can directly and indirectly engage in promoting human rights (Rahman, 2016).

2. Objective

The primary aim of the study is to depict the contribution of mass media for the protection and promotion of the human rights, facilitation of education sector and evaluate the significance of the contribution in a credible way.

3. Literature Review

3.1. Background Information

In Bangladesh, social media is already being used to control crime. Although it is not very common to see; however, people have not forgot Rajon murder case and the incident of Junayed Al Imdad which went viral on Facebook. People have also seen some videos of women violence that went viral on social network too. Although it is not widely practiced activities in Bangladesh but the practice has been increasing among the young generation of Bangladesh. Social movement, social awareness, human chain, protest, and petition can be seen through social network. In Rajon murder case, social media has been used as a tool of criminal evidential matter. The prime suspect of the murder case was extradited from Saudi Arab when the video of that brutal attack went viral. Subsequently, the murderer received death penalty. It is just a single example of how social media can work to reduce crime in the society. In case of human rights, videos are directly relevant to show that how and why human rights are violating. It is important to encourage our people to educate themselves on human rights violations. Although it is praiseworthy to promote human rights, people should not forget the limitation of sharing information on social media. In Bangladesh, we have Information and Communication Technology (Amended) Act 2013. Any information that we want to share on social media should not infringe the ICT (Amended) Act 2013 (Rahman, 2016).

Limpitlaw (2016) depicts that the *media* is not a colossal thing but rather a broad term surrounding a variety of stuffing provided to the community, or divisions of the community over an assortment of podiums. There is no bolted list of contents provided by the media. However, update, politics, business, current affairs, entertainment, journeying, vinicultural, conviction, home decoration, fashion, food, celeb and lifestyle are some of the many topics covered by the media.

Furthermore, these topics are provided over a range of platforms. Traditionally, when one thought of the media or one thought of newspapers, magazines, radio and television are found. This is no longer the case. The so-called ‘new media’ encompasses a range of platforms, including web-based platforms, such as internet sites, but also mobile platforms such as mobile television or the ability to listen to news headlines on your mobile phone.

Internet-based broadcasting can be simply automated forms of what is obtainable in the print media. For example, a newspaper's website may carry an electronic version of the newspaper for that day, or such media can carry unique content not available in hard-copy form. New-fangled media is altering the mode inhabitants and the media correlate. Social networking sites such as Twitter and Facebook, for example, have played a significant role as sources of news and information in repressive countries. The concept of human rights has arisen from that of natural rights of all humans. The belief that every person by virtue of his humanity is entitled to certain natural rights is a recurring theme throughout the history of mankind.

The mass media is mostly used to bring about optimistic attitudinal alteration in the persons through editorials, features, news commentaries, debate programs and more. Before a detailed discussion of how the mass media carries out its promotional and protecting roles of Human Rights, it is thought-provoking to note that there are two main points of intersection amid the worlds of the media and Human Rights. One is the substantial degree of edge of subject matter between the two areas. Much of media broadcasting concerns matters that unswervingly or meanderingly has Human Rights issues. Another is the fact that the liberty of the media is itself a Human Right. Promotion and protection of Human Rights by the media thus is the process of appealing people's consideration to Human Rights with a view to having them benign about respect of their Human Rights (Koomson, 2013).

3.2. Promotion

The promotion of human rights can be defined as education, training and information aiming at building a universal culture of human rights through the sharing of knowledge, imparting of skills and molding of attitudes directed to the strengthening of respect for human rights and fundamental freedoms, the full development of the human personality and the sense of its dignity, the promotion of understanding, tolerance, gender equality and friendship among all nations, indigenous peoples and racial, national, ethnic, religious and linguistic groups, the enabling of all persons to participate effectively in a free and democratic society governed by the rule of law, the building and maintenance of peace the promotion of people-centered sustainable development and social justice and creating awareness about the existence and the promises of international human rights law (Teweldebirhan, 2011).

3.3. Protection

Media can play a major role in both protecting and promoting human rights in the world. It can make people aware of the need to promote certain values in the cause of human rights which are of eternal value to the mankind. Peace, non-violence, disarmament, maintenance and promotion of ecological balances and unpolluted environment and ensuring human rights to all irrespective of caste, color and creed should be the minimum common agenda for the media. The media can perform this role in different ways. It can make people aware of their rights, expose its violations and focus attention on people and areas in need of the protection of human rights and pursue their case till they achieve them.

Media can also give publicity to the individuals and organizations, which are engaged in securing human rights. This will encourage as well as motivate others to do the similar work. Media can inform and educate the people of their rights and suggest ways and means by which they can solve their problems and thus empowering them to protect their rights. Since media plays the role of communication between the state and the public, it can also play an effective role of making the authorities aware of their duties.

3.4. Relationship between Freedom of Expression and Freedom of the Media

It is clear from the international human rights instruments examined above that the right to freedom of expression requires not only that everyone is free to express themselves, but that they are free to do so over a range of different types of media, including the print or broadcast media, subject to licensing requirements in respect of the broadcast media. Indeed, the experienced academic Bratton (1994) said:

> "In order to be politically active, citizens require means to communicate with one another and to debate the type of government they desire for themselves. Civic discourse can take place in various forums, the most important of which are the public communications media, both print and electronic."

It is also clear from the international human rights instruments that freedom of expression includes the right to receive information and ideas. This is a critical component of the right. The effect of this is that when a state acts to silence or curtail the operations of the media, whether print or broadcast media, not only is it violating the expressive rights of the media and of the journalists, editors and publishers thereof, but it is also violating the rights of its citizens to receive information and ideas freely.

Consequently, the internationally recognized basic contours of the right to freedom of expression clearly and inherently protect the right to freedom of expression of the media, too. The expressive and information rights of individuals and the media are thus inextricably intertwined.

4. Methodology

The study was conducted at the Department of Education, Royal University of Dhaka, Bangladesh during July 2017 to December 2017. The study used secondary data to be developed and followed the Content Analysis Method. The paper identifies certain concepts for examination and defines these concepts presenting their proper characteristics and explanations that are breaking them into meaningful and pertinent units of information. In fact, for this work, another supportive method was 'Observation Method'. By using this method, different literary articles, critical compositions, journals and website information are gathered for associated study materials, in order to be acknowledged in the related topics.

5. Findings and Discussion

5.1. Using Social Media to Promote Human Rights

Promoting human rights through social media, mobile communication and digital networks is not only the objective of any individual but also the goal of many other writers, bloggers and journalists, all human rights defenders in different countries of the world. Now-a-days, many human rights activists in Bangladesh use Facebook and other internet-based communication system to work on human rights and law. In spite of some fake tidings, the official Facebook pages of different human rights organization contributes to promote and protecting their rules, regulations and laws before the multitude.

5.2. Human Rights Education through Internet

The media is a powerful actor because it has the ability to inform the public on the injustices in society and raise awareness on unfamiliar or hidden issues. There are multiple human rights education activities that can assist journalists. For example, educators of journalism can add to their curriculum the importance of human rights or policy briefings can be distributed by NGOs and media institutions to teach journalists and policymakers to

include human rights in the media. There can also be awards or scholarships rewarded to journalists to increase their incentive on covering human rights. Training citizen journalists so that they can report on human rights issues they witness is also beneficial. In recent times, the Internet has become a progressively important feature of the learning environment for teenagers. Now a day's internet is vital to completing school projects and has effectively replaced the library for a large number of online youths, students use internet as a primary source for their last major project, and they can also report access online study aids like SparkNotes or Cliff Notes. Beyond legitimate assistance with studies via websites, or email or Instant message communication with teachers have also enhanced a lot by the help of internet (Siddique, 2014).

5.3. Education through Media in Bangladesh

Education is one of the basic human rights. We in Bangladesh are now in a state of media expansion. A large number of people here depend on newspapers and broadcast media for entertainment. But media also has an important educational role: Students from rural areas can take lesson from watching certain television programs. They also can learn a lot of things listening to radio. And almost every national daily, both Bangla and English, has its education page; they published both institutional and general knowledge-based reports for students (Salam, 2017). Education is much more than going to schools and colleges, its purpose is to create awareness among people. Mass media is providing this kind of knowledge outside of the schoolroom. Thus, it is playing a vital role in creating mass awareness both in rural and urban areas in our country.

5.4. Role of Print Media

Print media in our country is also very powerful. People, especially, the students read newspapers for learning different aspects about life, art, culture and science of both home and abroad. Almost every newspaper has its own education page. In the page, they published educational articles written by teachers, trainers, students, and experts. It also publishes different difficult explanations, questions and answers of secondary and higher secondary levels. Some English dailies publish the techniques of teaching English language and grammar, while some scientific magazines scientific explanations and new inventions. Some dailies publish 'weekly magazines', which focuses mainly on the higher education. In addition, they publish the prospectus of different educational institutions.

5.5. Role of Broadcast Media

In the cases of developing countries, like Bangladesh, implementation of education fully depends on appropriate use of broadcasting media technology. And the government as well as private organizations are using Radio and television for meeting these demands. A significant result has already been achieved in the field of mass education of Bangladesh by using broadcasting media. All the TV and Radio channels present various educational programs for the students. These programs become very popular in the country. The broadcasting media in our country, over last few decades is trying to expand classrooms for people without building any school. In Bangladesh, the reach of mass media has gradually increased in the last few decades. Now people are more conscious about issues like education and health. The government and human rights organizations are giving various social awareness advertisements in newspapers, radio and television, which play a vital role in expanding education among people.

5.6. Common Phenomena of Press

Academic commentators have often characterized the media or the press as being 'a separate player on behalf of the public against the agencies of power', and that media organizations 'take a position between government agencies and the public'. Clearly, this is true only to a certain extent as a number of media outlets (print, broadcasting or otherwise) are fundamentally part and parcel of government, and therefore cannot and will not play any role that is not supportive of government. However, it is true that a strong and independent media, together with other organs of civil society, can play mutually reinforcing roles to exert pressure on governments to support democracy and socio-economic development. Media commentator and academic Biswas (2009) said that the major aim of the independent media is to make 'political participation meaningful'.

This links to one of the instrumental rationales for freedom of expression– namely, that the free flow of information and exchange of ideas is good for democracy because it makes for better democratic decision-making by government, improves transparency and accountability and gives citizens the ability to make informed political choices. However, in order to achieve the important aim of assisting to give democratic participation 'meaning', the press must fulfill a number of other roles. These are elaborated on next (Bratton, 1994).

5.7. Children Rights and Media

Challenges in getting child and adolescent rights issues into the media are often associated with the media's low level of understanding of child rights issues, and increasing competition for audiences leading to sensationalized coverage, mostly portraying children and youth as menaces to society. Moreover, media professionals also noted the absence of a network between child rights advocates and the media that would support greater and improved coverage of child rights. While the media has access to civil society as sources of information, there is no established mechanism for collaborative or long-term partnerships.

5.8. Minutiae of the Contribution of the Media

There is not just one role of the media. Media can take on many roles, which makes the discussion on how to link media with human rights very complex. Media also performs the role of the victim. There are many sad examples of how dangerous it can be to expose human rights violation or report on sensitive political issues. Sometimes, the journalists are brutally murdered. In many cases the media has an important role in heating up conflicts, using propaganda towards minorities. Also, the use of language in terms of reproducing stereo types or the media violating the rights to privacy are important issues to consider.

5.9. Media as Amplifier

If we think about that, we come across the problems of illiteracy, education, available technology (internet). A democracy needs a broad media landscape in order to enable public debates on relevant topics. In that sense the media is an important factor for a healthy immune system of every democracy. The media can 'amplify' people's voice, it can make their positions, questions, needs or demands heard.

5.10. Media as Educator

Media can be active in reporting on human rights issues, for example on the situation of minorities in a country in order to decrease stereotypes and increase understanding. A TV program can educate children on their rights, a TV soap can transport values through theirs characters. The choice of movies shown in TV and in cinemas can influence people's perspective. The press also plays a general educative role in society. This can be done at a

number of levels. For example, in support of early childhood development, broadcasters can, and often do, broadcast basic educational materials aimed at teaching children the alphabet, colors or animals. In support of secondary education, print media outlets sometimes include supplementary educational materials for school-goers. Similarly, broadcasters can and do publish historical, scientific or even mathematical programs also aimed at school-goers. However, education is much broader than simply formal schooling, and the press can play a general educational role. For example, the media (print or electronic) can inform the adult population about a wide range of educational topics, including nutrition, health (especially in relation to diseases such as HIV and Aids, malaria and diabetes) basic money management and budgeting, developments in agriculture, child care, etc.

6. Conclusion

To sum up, it can be said that mass media has all the scopes and influences to assist the government and to the society for the promotion and protection of human rights. The press in many developing countries is almost forced to playing this role because improving basic human living conditions cannot happen without democratic practices and good governance. In the day-to-day life of a busy journalist, publisher, broadcaster or media owner, it is easy to overlook the fundamental principles that are at stake when going about one's work. Newsroom or broadcasting studio constraints include deadlines, squeezed budgets, limited electronic and library resources, demanding managers, distribution difficulties and draconian media laws, to say nothing of news subjects who are often wary of journalists, if not overtly hostile. This makes a challenging work environment, and it is easy for journalists to lose sight of the big picture. So, in a word, everyone should admit undoubtedly that the importance of media in promoting and protecting human rights and law is inevitable in our day to day life.

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