Unveiling Corruption in Vikas Sharma's *Media Revolution 2030*: A Critical Analysis

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Vikas Sharma's visionary work, *Media Revolution 2030,* presents a compelling narrative of a future where media technologies reshape society. Amidst its exploration of transformative media landscapes, a prominent theme emerges - corruption. This abstract delves into the nuanced portrayal and critique of corruption within Sharma's narrative.

Sharma's depiction of corruption within *Media Revolution 2030* is multifaceted, reflecting its pervasive nature across various sectors. Through intricate world-building, he illustrates how advancements in media technology exacerbate existing corrupt practices while also providing tools for resistance. The narrative explores the entanglement of media conglomerates with political elites, highlighting how power dynamics influence information dissemination and manipulate public opinion.

Moreover, Sharma scrutinizes the ethical dilemmas arising from emerging media technologies, such as deepfakes and algorithmic bias, which can be exploited for fraudulent purposes. These insights prompt reflection on the ethical responsibilities of media practitioners and the urgent need for regulatory frameworks to curb misuse.

In contrast, *Media Revolution 2030* also envisions the potential of grassroots media movements empowered by digital platforms to combat corruption. Sharma portrays how citizen journalism and decentralized media networks serve as potent forces for transparency and accountability, challenging traditional power structures.

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Through a critical lens, this abstract examines Sharma's narrative strategies, character development, and thematic exploration to elucidate the complexities of corruption within *Media Revolution 2030.* It underscores the work's relevance in fostering discourse on the intersection of media, technology, and societal ethics, urging readers to contemplate the implications of a future shaped by media revolutions.

Corruption exacts a substantial toll on society, impeding investment, distorting efforts for wealth distribution, and exacerbating economic inequality (Bromley & Foltz, 2011). Moreover, various unobservable factors systematically skew people's perceptions of corruption. For instance, Melgar et al. (2010) discovered that demographic characteristics, such as gender and religious affiliation, significantly influence individuals' perception of corruption. This finding underscores the intricate interplay between social factors and corruption perception, complicating efforts to obtain an accurate assessment.

Given these complexities, addressing corruption effectively requires nuanced approaches and interdisciplinary collaboration. Integrating insights from sociology, psychology, and economics can provide a more comprehensive understanding of corruption dynamics and inform more robust measurement methodologies. By acknowledging the limitations of perception-based indices and adopting a holistic perspective, policymakers and researchers can better tackle the pervasive issue of corruption.

The inclusion of moral identity and proponents of moral individualization tend to magnify perceptions of corruption beyond its actual extent. Corruption imposes significant societal costs and exacerbates economic inequality (Glaeser & Saks, 2006). However, its inherently elusive nature makes accurate measurement a formidable challenge. Consequently, most corruption indices heavily rely on subjective perceptions, introducing substantial complexities. Various unobservable factors

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systematically bias individuals' perceptions of corruption, as demonstrated by Melgar et al. (2010), who found demographic characteristics such as gender and religious attendance influence perception.

Furthermore, corruption estimates are susceptible to systematic biases (Kraay & Murrell, 2016). For example, the World Bank's "Control of Corruption" index, which assesses the degree of public power exploitation for private gain, is prone to estimation bias. Philosophers, for instance, show susceptibility to framing effects in moral dilemma assessments (Schwitzgebel & Cushman, 2015), while forensic psychologists may be influenced by pre-existing attitudes when accepting cases from adversarial parties (Neal, 2016).

Understanding the determinants of corruption, and perception is crucial not only for evaluating corruption but also for its societal implications. High perceived corruption levels can foster a culture of distrust, potentially more damaging than corruption itself (Melgar et al., 2010). Therefore, comprehending the factors shaping perceptions of corruption is essential for effectively addressing its societal repercussions. Moreover, the way corruption is perceived can impact real instances of corruption: those who believe corruption is prevalent may find it simpler to justify engaging in morally dubious behaviors, thereby increasing the probability of their involvement in corrupt activities.

In Vikas Sharma's *Media Revolution 2030,* corruption serves as a central motif, intricately intertwined with the narrative's exploration of power dynamics, societal norms, and personal ethics. Sharma skilfully crafts a multifaceted portrayal of corruption that transcends mere financial malfeasance, delving into its manifestations across various spheres of influence.

At the political level, Sharma illuminates the murky world of election financing, where candidates like Mangesh grapple with the daunting financial burdens imposed by campaign expenses. Through vivid character interactions and dialogues, Sharma exposes the intricate web of influence-peddling, backroom deals, and potential quid pro quo that underpin the electoral process. This portrayal sheds

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light on the corrosive effects of money in politics, where the quest for power often trumps ethical considerations. Moreover, Sharma delves into the bureaucratic intricacies of governance, where corruption manifests in the form of delayed file approvals, favouritism, and rent-seeking behaviour. By depicting characters like the director and secretary of higher education, who exploit their positions for personal gain, Sharma offers a nuanced critique of institutional corruption and its detrimental impact on public trust and service delivery. In the realm of education, Sharma unveils a landscape rife with malpractices such as the acceptance of capitation fees and irregular appointments. Through Mangesh's efforts to combat these unethical practices, Sharma confronts the systemic challenges of corruption within educational institutions, shedding light on the profound implications for academic integrity and student welfare.

Furthermore, Sharma's narrative explores the personal toll of corruption on relationships and individual morality. Characters like Mangesh grapple with the ethical dilemmas posed by their professional ambitions, leading to tensions with loved ones like Ishita. By intertwining personal narratives with broader societal issues, Sharma crafts a poignant commentary on the human cost of corruption, underscoring its corrosive effects on integrity and interpersonal bonds. *Media Revolution 2030* serves as a compelling exploration of corruption in its myriad forms, from the halls of power to the corridors of academia and the intricacies of personal relationships. Through rich characterizations and intricate plotlines, Sharma offers a detailed and incisive examination of the pervasive influence of corruption on society, challenging readers to confront its complexities and consequences in the pursuit of a more just and equitable future.

As we see in *Media Revolution 2030*, the instances of corruption through the character of Mangesh as:

Election Expenses and Financial Strain:

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Mangesh's request for a car highlights the financial burden politicians face due to election expenses. Rohankant's response, "Buy any car when you earn," underscores the significant financial investment required for political campaigns, hinting at potential corruption in fundraising practices. This suggests a broader issue of financial transparency and accountability in political financing. "The next day, he asked Rohankant to help him buy a car as he couldn't move on bike from one village to another. Most of the M.L.A.s moved in large cars Innova or Toyota but Rohankant gave him a short reply - 'Buy any car when you earn."

Bureaucratic Corruption and Delays in File Approvals:

Mangesh encounters bureaucratic hurdles in file approvals within the education sector. The director and secretary's excuses for delays may signal deeper corruption, where officials exploit their positions for personal gain or political motives. This reflects systemic issues within bureaucratic systems, such as favoritism and rent-seeking behavior.

"Soon, Mangesh was advised by the director and the secretary of higher education not to put his signature on every file for approval with the lame excuse - 'Sir, many files need discussion and no hasty disposal/approval is necessary."

Corruption in Educational Institutions:

Mangesh discovers corruption within educational institutions, with colleges engaging in malpractices like taking capitation fees from students. His issuance of strict warnings indicates the pervasiveness of corrupt practices, highlighting the need for regulatory measures to address systemic corruption within the education sector.

"Mangesh had been informed that some B. Ed. and Science colleges took capitation fees from the students. He issued strict warnings against this trend to check this malpractice in the colleges."

Corruption in University Administration:

The passage reveals corruption among Vice-Chancellors of universities, involving charges of bribery, unauthorized construction, and irregular appointments. These instances exemplify systemic corruption within university administrations, where officials exploit their authority for personal gain, jeopardizing the integrity of academic institutions.

"Mangesh had been told by Uncle Kantyogi that more than twelve U.P. Vice-Chancellors had been suspended on charges of corruption, bungling of money, unauthorized construction in the university, bribes in appointments of assistant professors, purchase of books, printing of papers, etc."

Challenges in Reforming the System:

Mangesh faces resistance when attempting to combat corruption and implement reforms within the system. His confrontation with officials highlights the entrenched interests and bureaucratic obstacles that hinder reform efforts, underscoring the pervasive nature of corruption and the complexities of governance.

"Now he became conscious of the intrigue among the minister, the director, and the secretary. He told promptly - 'No delay will be tolerated at any cost. If a file needs immediate attention, let it be put before me tomorrow."

Personal Realization and Change:

Mangesh's realization of neglecting his wife signifies a turning point towards ethical conduct and personal responsibility. His acknowledgment of the importance of balancing professional duties with personal relationships reflects a deeper understanding of integrity and the consequences of neglecting personal values.

"Finally, he kissed her bosom and neck and the whole body. As he made love to her, he got a passionate response from her as she wished to be loved every night."

Furthermore, we see *Media Revolution 2030* by Vikas Sharma presents a rich exploration of corruption, illustrating its multifaceted nature and pervasive influence within society. Through vivid character portrayals and subtle narrative cues, Sharma delves into the political and institutional realms where corruption thrives, depicting politicians like Rohankant and Buddhi Sain engaging in bribery and favoritism. Against this backdrop, the protagonist, Mangesh, emerges as a beacon of moral integrity, guided by the ethical teachings of his grandfather and his commitment to serving the public good. Sharma juxtaposes Mangesh's principled stance against the backdrop of societal pressures and personal temptations, highlighting the ethical dilemmas individuals face in navigating corrupt systems. Moreover, the passage underscores the social and economic ramifications of corruption, portraying its role in perpetuating inequality and eroding public trust in institutions. Through references to cultural and ethical traditions, Sharma contextualizes the theme of corruption within broader cultural narratives, emphasizing the timeless relevance of ethical principles in confronting moral challenges. Overall, the passage offers a nuanced analysis of corruption, probing its causes, manifestations, and consequences within the fabric of society.

Analysing it further, the narrative portrays how politicians like Buddhi Sain and Rohankant exploit their positions of authority for personal gain, engaging in corrupt practices such as accepting bribes and showing favoritism. This abuse of power not only undermines the integrity of governance but also perpetuates inequality and injustice within society, as resources and opportunities are unfairly distributed based on connections rather than merit.

"Some journalists blamed the Education Minister for corruption and partiality forgetting that the procedure of selection had been initiated even before the declaration of elections to the assembly." (Media Revolution 2030)

Nepotism and Influence:

Instances of nepotism and influence in institutional appointments are vividly depicted, particularly in Dr. Kantyogi's sudden elevation to the position of Vice-Chancellor. This highlights the pervasive influence of personal connections and favors in decision-making processes, suggesting a lack of transparency and accountability in governance structures.

"Next month, the Vice-Chancellor of Lucknow University was retiring after completing his tenure and the concerned authorities started the procedure for the appointment of a new Vice-Chancellor. He was taken aback as the name of Dr. Kantyogi, was short-listed i.e., at the top of approved candidates by the Search Committee." (Media Revolution 2030)

Moral and Ethical Dimensions:

The text delves into the moral and ethical complexities of corruption, contrasting characters like Mangesh, who adhere to principles of honesty and integrity, with those who succumb to the temptations of unethical behavior. Mangesh's steadfast commitment to ethical governance, instilled in him from childhood by his grandfather Shivakant, serves as a moral anchor amidst the pervasive corruption surrounding him.

Human Cost:

Through the subplot of the illicit liquor tragedy, the narrative underscores the devastating consequences of corruption on human lives. Innocent victims suffer as a result of negligence and criminal activities, highlighting the real-world impact of corruption on society's most vulnerable members. This tragic incident serves as a poignant reminder of the urgent need for effective governance and accountability measures to prevent such tragedies from recurring.

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"But then his servant Pappu needed a bank loan of ten thousand rupees as his eldest son was seriously ill. F.I.R. was put before Pappu as an application for a bank loan and he hopefully put his thumb impression." (Media Revolution 2030)

Failures in Law Enforcement:

The text sheds light on the systemic failures of law enforcement agencies to effectively address corruption. Despite evidence of wrongdoing, officials like P.P. Pandey struggle to hold corrupt individuals accountable due to fear, intimidation, and complicity within the system. This portrayal underscores the challenges inherent in combating corruption and the need for robust institutional reforms to strengthen accountability mechanisms.

"Jaggi Hat's assistant Seenu didn't know the whereabouts of his former master and hence had to suffer." (Media Revolution 2030)

Reflection on Governance:

Through nuanced characterizations and compelling narratives, the text prompts readers to reflect on broader issues of governance, ethics, and accountability. It raises critical questions about the pervasive nature of corruption and the systemic reforms necessary to promote transparency, integrity, and public trust in governance institutions. Ultimately, it underscores the imperative of ethical leadership and collective action in addressing the root causes of corruption and fostering a culture of accountability in society.

The narrative meticulously unravels the intricacies of corruption within the family-owned export business, providing a granular examination of its various dimensions and implications. Through the lens of Shanti Shanti's reluctant involvement in the company's affairs, the text elucidates how corruption permeates every facet of organizational functioning, from financial mismanagement to

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ethical compromise. The character dynamics between Shanti Shanti, his mother Mrs. Asha Shanti, and the corrupt finance officer epitomize the power struggles and moral dilemmas inherent in such environments. As Shanti Shanti grapples with the ethical quandary of confronting malpractice within the company, his internal conflict reflects the broader societal struggle against entrenched corruption. Moreover, the narrative intricately explores the psychological toll of corruption on individuals like Louisa, who must navigate professional integrity and personal vulnerabilities amidst the allure of power and financial gain.

The psychological toll of corruption is a complex and multifaceted aspect that affects both individuals directly involved in corrupt practices and those impacted by the consequences of corruption. For individuals engaged in corruption, there may be feelings of guilt, shame, and anxiety stemming from the moral and ethical compromises they make. These individuals may grapple with inner conflicts as they justify their actions or struggle with the fear of being caught and facing legal repercussions. Additionally, the constant need to maintain secrecy and deception can lead to heightened stress and paranoia, eroding one's mental well-being over time. Moreover, corruption can corrode trust and integrity, both within oneself and in interpersonal relationships. Those involved in corrupt activities may experience a gradual erosion of their moral compass, leading to a diminished sense of self-worth and integrity. This internal conflict can manifest in various psychological symptoms such as depression, low self-esteem, and cognitive dissonance.

On the other hand, individuals who are victims or witnesses of corruption may experience feelings of powerlessness, disillusionment, and betrayal. When confronted with instances of corruption, they may feel a sense of moral outrage and indignation, which can lead to feelings of helplessness and frustration when they perceive the lack of accountability or justice. This sense of betrayal by trusted individuals or institutions can undermine their faith in societal norms and institutions, contributing to a pervasive sense of cynicism and distrust.

Furthermore, the pervasive nature of corruption in society can have broader psychological effects on individuals and communities. It can perpetuate a culture of cynicism and apathy, where individuals come to accept corruption as a norm rather than actively challenging it. This normalization of corruption can lead to a decline in social cohesion and collective efficacy, hindering efforts to address systemic corruption and promote accountability. Overall, the psychological toll of corruption extends beyond individual actions to encompass broader societal implications, impacting trust, integrity, and mental well-being at both individual and collective levels. Addressing the psychological dimensions of corruption requires not only legal and institutional reforms but also efforts to foster a culture of transparency, accountability, and ethical leadership.

In the *Media Revolution 2030,* the psychological toll of corruption is subtly explored through various characters and their experiences. Mrs. Asha Shanti, for instance, is depicted as a widow managing her husband's export business after his untimely death. Her loneliness and feelings of helplessness after the loss of her husband, compounded by the tragic circumstances of his demise, hint at the emotional burden she carries. This suggests that corruption, indirectly linked to her husband's accident, has not only affected her financially but also emotionally, leading to a sense of vulnerability and isolation.

Similarly, Shanti Shanti, Mrs. Shanti's son, is portrayed as a character struggling with moral dilemmas and ethical compromises within the business. When confronted with evidence of corruption within the company, he experiences shock and anger, indicating the emotional distress caused by discovering unethical practices. His internal conflict over how to address corruption highlights the psychological toll of being caught between familial loyalty and moral integrity.

Furthermore, the character of Louisa Vaishnao provides insight into the psychological impact of corruption on individuals directly involved in unethical behavior. As a widow who chooses to work in the company despite her husband's death, Louisa is portrayed as someone grappling with personal tragedy and economic necessity. Her decision to remain complicit in corrupt practices out of fear or

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resignation reflects the psychological strain of compromising one's values for survival or advancement.

 The juxtaposition of her widowhood and her burgeoning romantic interest in Shanti Shanti adds layers of complexity to the narrative, highlighting the interplay between personal desires and ethical responsibilities. Furthermore, the narrative underscores the systemic nature of corruption, as evidenced by the complicity of multiple individuals within the organization and the normalization of unethical behavior. Through vivid character portrayals and intricate plot developments, the text offers a nuanced exploration of corruption's far-reaching consequences, both on a personal and institutional level, ultimately inviting readers to reflect on the pervasive influence of corruption in contemporary society. His text paints a vivid picture of the expectations and realities surrounding corruption, drawing on various examples to illustrate both the hopeful projections for progress and the stark challenges faced in combating systemic corruption.

In the realm of economic development, the text anticipates significant strides forward, envisioning a future where government initiatives and international investments drive growth across various sectors. It highlights ambitious plans for infrastructure development, such as the construction of twenty-five new airports, and emphasizes the role of technological advancements in enhancing productivity and efficiency. However, amidst these lofty aspirations, the text also acknowledges the persistent threat of corruption, which can undermine the effective allocation of resources and impede economic growth. For instance, it depicts instances where private industries, driven by profit motives, engage in unethical practices such as tax evasion or bribery to gain advantages in the market. Despite efforts to promote transparency and accountability, corruption continues to pose a formidable barrier to realizing the full potential of economic development initiatives.

Similarly, in the realm of governance and justice, the text presents a nuanced analysis of the expectations and realities surrounding efforts to combat corruption. It highlights the implementation

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of legal reforms and anti-corruption measures as promising steps towards fostering accountability and upholding the rule of law. However, it also underscores the enduring challenges posed by entrenched corrupt networks and political interference. For example, it describes situations where individuals face character assassination and harassment for speaking out against corruption, illustrating the risks associated with challenging powerful interests. Moreover, it depicts instances where legal proceedings are compromised due to political pressure or lack of enforcement, underscoring the limitations of institutional reforms in addressing systemic corruption effectively.

In short, the text offers a textured exploration of the expectations and realities of corruption, weaving together diverse examples to illuminate the complex dynamics at play. While there is optimism for progress and reform, the text does not shy away from confronting the harsh realities of corruption's pervasive impact on society. By delving into specific instances and scenarios, it invites readers to grapple with the complexities of corruption and consider the imperative of collective action in confronting this enduring challenge.

Media Revolution 2030 suggests that corruption not only affects individuals directly involved but also permeates societal norms and interpersonal relationships. The normalization of corruption within the company, as evidenced by the complicity of other employees and the lack of accountability, contributes to a culture of moral erosion and cynicism. This normalization may exacerbate feelings of powerlessness and disillusionment among those who witness or experience corruption, further eroding trust and integrity within the community. Overall, *Media Revolution 2030* subtly underscores the psychological toll of corruption through its portrayal of characters grappling with moral conflicts, emotional distress, and societal disillusionment. By exploring the internal struggles and external consequences of corruption, the text highlights the pervasive and insidious nature of corruption's impact on individuals and society as a whole.

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