

Impact of Mass Media on Children and Youth

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Abstract-

In this century, mass media has enormous impact on our population. Therefore, in this paper I would study the influence of mass media's such as TV, Radio Internet, newspaper, magazines on children, youth of India. During evening, we are all at home. No outdoor activities, so people were forced to read listen and watch mass media. Therefore, it's very crucial to study its pressure, impact on our population in general and youth in particular.

Keywords- Mass Media, Youth Impact Pressure, Programs Advertisement, Newspaper, Magazines, Good Impact, Bad Impact

Mass media are very powerful sources of influence on people from time immemorial. We are aware of this impact on our day to day lives or you can say routine lives. Whatever projected by media make people follow them may be the news, advertisements etc. We all were glued to TV most of the time. So that was the only source of entertainment and stay update related to the different information's. First of all, lets study the impact of internet on children and youth. Today, in this century, it is just impossible to stay without internet. Rather it is indispensable for a single person to stay/ wake up without internet at home or at work place.

It is shocking that our new generation children, youth, if, are made to stay without mobile, it seems to them that they are on punishments. So now imagine the seriousness of mass media and its impact. Though youths are grown up but children are greatly influenced.

Objectives-

The impact of Mass Media on children and youths of India.

There are various mass media-

1. TV.

2. Newspapers,

3. Magazines,

4. Radio,

5. Internet.

Here separately each media 's impact will be seen.

Hypothesis-

It is assumed that definitely mass media does impact/influence children and youths in different ways, it can be both good and bad. It is based on secondary data which is published already.

Television- General Concept is children should study and play, so TV does come and help by providing video games, cartoons etc. Now a days in metropolitan cities, there is space problem. Youths, children have to spent time on watching TV. It is true that not all TV programs are good and not all are bad. We can say, that in a child development, what is watched and how a child reacts is important. Actually, sometimes parents or elders are not present when children /youths are watching. At that time, they are free to watch. They may watch those programs which are not good or fit for their age. The

personality depends on these programs like if they watch fighting programs they may like fighting in real life and it can be opposite also. A person may feel afraid, whenever someone fights. So, TV has great impact on children. It can have good impact as well as bad influence.

Internet- Today is the time of mobiles, android mobiles as massive online class is the need of the hour. Students all over the world seeing TV shows. had to have mobiles to stay in tuned with studies, jobs etc. Youths spending their leisure time in chatting with their friends on what's up group. Early in the morning, the day starts with good morning messages. A huge number of youths and children are using internet services. Do you think that all students

are studying all the time. Definitely no, so it should be assumed that mass media is constructive but it has destructive aspect also.

Same is the case of magazines. They also enhance our knowledge but can have negative impact on a person. The negative effects are many like lower self-esteem, anxiety, social isolation, sleep deprivation, inactivity, violence. Conclusion; On the basis of secondary data, I want to conclude that among mass media, television is very strong medium of impacting children and youths. It has positive influence. It increases knowledge, pass your leisure time, entertainment, fashion updates, health issues. Sometimes TV develops anger, prejudice, materialistic, irreligious, lazy, fatty etc.

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