



## Effects of Media violence on Indian Youth

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### ABSTRACT:

The present study highlights that how media became important in the life of youth; they cannot imagine themselves without media in their daily life. It has great impact on them in two ways i.e. positive and negative. Here, this paper highlights the negative impact, there are many negative things but major impacts will be shown here such as Violence, Drug addiction and rape culture. Not only this at extreme level they are entering in to the Depression, and suicidal thoughts and addiction towards a particular show and program in the media. So here this paper contributing the solutions and advises how to protect the younger generation from the negative impact of the Media. There are number of ways to protect the young generation from the negative impact but here concentrating on major ways they are, it is on the shoulders of parents, Mainstream media, government and society. So this paper is contributing that How to protect from negative impacts of media, and the responsibility of parents, government, media and Society.

**Key words:** Media, Violence, youth and impact.

### INTRODUCTION:

This paper highlights that how media is creating violence in the society. The most populated categories in India are youth and children. So today child is a tomorrow's citizen. So child should have very good socialization. Whatever child is learning or socializing that will continue throughout his/ her life time and it will effect on his life. So child socialization is most important. Once parents they doesn't allowed their children to play with certain friends in the streets because there child may learn the same things which other children are having, but now there might not be that friends in the street to influence or teach unnecessary

things but there is a street in their home itself that is media. So child is entering into the media and he is socializing in a certain way, this socialization is leading them into the violence and aggressive behavior.

In this new environment radio, television, movies, videos, video games, cell phones, and computer networks have assumed central roles in our children's daily lives. For better or worse the mass media are having an enormous impact on our children's values, beliefs, and behaviors. Unfortunately, the consequences of one particular common element of the electronic mass media particularly bring detrimental effect on children's well being. Research evidence has accumulated over the past half-century that exposure to violence on television, movies, and most recently in video games increases the risk of violent behavior on the viewer's part just as growing up in an environment filled with real violence increases the risk of violent behavior

Media became a part and parcel in the life of youth. They cannot imagine themselves without media. Every aspect has two things. One is positive and other one is negative, as like a coin has two sides, in the same way here media has positive and negative impact on youth, it totally depends up on how it is utilized. Media is a umbrella term where so many devises comes under it but here this paper is highlighting only one of them that is TV (television),

The history of television (TV) can be dated back to early 1960's when TV first came to India by the name of "Doordarshan" commonly named as "DD," the so-called national TV network of India. It became an important means of mass media communication channel because of its unique feature of combining both audio as well as video technology. After around 50 years it has entered each and every home thus, serving as an important medium for disseminating information to its viewers. As it serves multiple functions of providing entertainment, information and education, it has a great influence on children's overall development right from a very early age. According to On one side it makes children aware of healthy habits, on the other hand, excessive TV watching leads to physical inactivity and consequently increased incidence of obesity. According to Jones (2003) Time spent in watching TV may be utilized in reading, outdoor games, etc.

On an average, one child spends 2 hours a day for watching television; if we take statistics of America we can see that, there average child spent less than 5 hours per day. So it has very great impact. Especially child is unable to distinguish between fantasy and reality; they just want to imitate the character or the person which they have watched on the screen, they are trying to implement in their daily real life. There are many cases how the youth are imitating particular action, character and person by that they are facing problem in the society. For example, in 1974, a 9 years old girl was attacked by three girls and a boy and raped with a soda bottle. The children later admitted that they got the idea of a rape from a TV movie. *Born innocent*, that had been aired on NBC. In 2001, a 13 years old boy innocently killed a younger girl as he was wrestled with her. He was a fan of wrestling programs on television. He did not understand that it was intentionally arranged and it was a professional game. Still there are many cases as like these recently 3 young boys in

Telangana state went to theft a houses but they caught these thought they got it from the movie which they have watched.

### **The PROJECTION OF MEDIA:**

Media is showing many things in a day. There are many things that are available to the youth in the form of entertainment, advertisement and special shows. In the name of entertainment, they are projecting many things which is not at all necessary to the youth. Advertisements which they are showing are influencing the youth. Most of the youth get attracted towards advertisement of smoking and thus they started smoking. This media also showing or giving wrong Information regarding sex so they are entering into unethical activities which they have got influenced from the TV screen,

Youth are suffering from health problems such as obesity, headache and eye sight problems. Children's exposure to media violence plays an important role in the cause of violent behaviors Burdette (2014), Bishwalata (2010). TV programs in US show 812 violent acts per hour, a typical American child would have followed 200,000 acts of violence, containing more than 16,000 murders, until the age of 18 years. Furthermore, 15-20% of music videos and many of video games includes violence.

### **EMOTIONAL DISORDERS IN YOUTH:**

Yousef, et al. reported a positive correlation between excessive TV watching (>2 h/d) and aggressive behaviors, attention problems, low self-esteem and internalizing and externalizing problems of children Yousef S (2014). The use of electronic media devices beginning from the preschool age has been associated with 1.2-2 folds higher rate of emotional disorders like major depression, bipolar disorder or anxiety attacks. In addition, poorer family functioning has been reported with excessive TV watching or computer use Hinkley T, (2014)

### **Sexuality:**

Today, television has become a leading sex educator in the Society. . Television exposes children to adult sexual behaviors in ways that portray these actions as normal and risk-free, sending the message that because these behaviours are frequent, 'everybody does it'. Sex between unmarried partners is shown 24 times more often than sex between spouses Eron LD (1972), while sexually transmitted infections and unwanted pregnancy are rarely mentioned.

### **Advertising:**

Most preschool children do not understand the difference between a program designed to entertain and a commercial designed to sell. A number of studies have documented that children under the age of eight years

are developmentally unable to understand the difference between advertising and regular programming  
Bushman, BJ (2001)

More than 60% of commercials promote sugared cereals, candy, fatty foods and toys which effects on  
Adolescence Health (2014) Cartoon programs based on toy products are especially attractive.  
Advertisements targeting adolescents are profoundly influential, particularly on cigarette use.

The question of whether children are more resilient to the influence of television is debated frequently. Most  
studies show that the more time children spend watching television, the more they are influenced by it.  
Earlier studies have shown that boys may be more susceptible than girls to television violence Bartholow BD  
(2002)

### **Music Videos:**

Music videos may have a significant behavioral impact by desensitizing viewers to violence and making  
teenagers more likely to approve of premarital sex. Up to 75% of videos contain sexually explicit material,  
and more than half contain violence that is often committed against women. Women are portrayed frequently  
in a condescending manner that affects children's attitudes about sex roles.

Music lyrics have become increasingly explicit, particularly with references to sex, drugs and violence.  
Research linking a cause-and-effect relationship between explicit lyrics and adverse behavioral effects is still  
in progress at this time. Meanwhile, the potential negative impact of explicit music lyrics should put parents  
and pediatricians on guard – pediatricians should bring this up in anticipatory guidance discussions with  
teenagers and their parents. At the very least, parents should take an active role in monitoring the music their  
children are exposed to (American Academic predictors)

### **Video games:**

Some video games may help the development of fine motor skills and coordination, but many of the  
concerns about the negative effects of television (e.g., inactivity, asocial behavior and violence) also apply to  
excessive exposure to video games. Violent video games should be discouraged because they have harmful  
effects on children's mental development Thomson (2001). Parents should be advised to familiarize  
themselves with various rating systems for video games and use this knowledge to make their decisions. The  
effect of violent video games on children has been a public health concern for many years.

### **METHODOLOGY:**

The study has been done on the secondary study base, Data content Analysis .Data has been taken from the  
different sources specially reports such as com score and digital India Apart from that different journals,

books and articles. Methodology part is a most important part for the research, so here for this study it totally depends upon the secondary data.

## **DISCUSSION AND CONCLUSION:**

Here, this study explains about how the media impacting upon the youth, especially young adults. These groups are most important for the future; the future of the society depends upon the youth, so here this study talks about how it impacts. For that, parents need to give media education to the children, this not only depend upon the parents but also upon the government, government need to take initiative to ban unnecessary and anti social websites, and educational institution need to teach that what is media and how to utilize it. The ultimate responsibility is up on the society and media agencies. Once society and media agencies make themselves convenient to protect the society and youth from this negative impact of the media then there might be solutions for the problem of negative impact of media.

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