Socio-Cultural impact of Media on youth

Disha Goel

Journalism and Mass Communication

IIMT College of Management, Greater Noida

Abstract

After becoming media as a need for the people/youth, and also because of the increasing demand of media our youth has somewhere become weak or we can say it is controlled by the media rather than their parents or they themselves. We can see that almost every youth is connected with media in many ways. They spend most of their time on media. The youth also forget the cultural values also. Today's youth if asked to touch the feet of elders or asked to go temple says it as 'old fashioned' or 'we don't believe in old rites'. Media has given negative influence on the socio-cultural life of students. It can also be believed that the media depicts and reduces the discipline or moral values or acts in our youth. Overall if we see that the maximum of our youth is fully in the influence of media.

Introduction

In today's time Media have become an essential feature of society. It is one of the most powerful instrument of communication. It connects people with the scenarios of the world and inform them about the happenings or events all around the world. But also Media have made profound impact on societies and their culture. It ceases the boundaries of different societies among the individual and creates Globalization. Globalization is portrayed to the world through its friendship with media. As, Media shows people what is happening in the world, the people witness everything like their dressing sense, kind of events, way of communicating, language, way of life they are living etc and tries to adopt that. The people typically mirror what the other people or the other country do. It greatly impact the lifestyle and culture of the people. It was not in our Indian culture that the girls would wear the short dresses and consider themselves as cool. It was the proper traditional suits and salwars or the sareees girls wear in Indian culture. But today they are prompted and motivated to wear short dresses and forgot about their culture by watching television i.e, through Media and following other country's culture. Also the Media is playing a major role in the lives of young people. It affects the way they communicate with other individuals. It has enhanced communication by making it more convenient. Media is the sword arm of democracy. It is playing outstanding role in creating and shaping of public opinion and strengthening of society.

Media form opinions in the mind of mass people and make a judgment regarding various issues.The Media has become the drug for the young generation. As it has become one of the need for them. They can stay longer without food but they cannot live without their cell phones or other devices which connects them with media. If we talk about the social media, it is affecting everyone be it the student studying in 2nd standard or a man working in a office or a lady working at home. Everyone is mad after social media sites like Facebook, instagram or Twitter.

Media has influenced the youth in such way that If they are doing any activity be it travelling to some place, watching movie, playing game, eating something, visiting relatives house or

studying during exams, etc they will first of all upload it to their social media account as a story or as a post.

Today's youth is mis-using the media by saving photos of other person and misusing it by editing with other photo and getting that viral which further spoils the image of that person. It can also result in increasing the suicide case among today's youth.
Cultural, tradition, moral and discipline are almost lost because of what they learn from their peers on social media.

How much is changing, our country and the people living in it. The western civilization is being shaken these days. In view of changing times, people are getting upset thinking about which direction we are moving towards. We see darkness everywhere. If we talk about the cultural values in youth than we would be very disappointed with the fact that our youth even don't know about the Indian culture. They are this much influenced with the other country's way of living that they have forgotten about their own culture. It was in Indian culture that the boy will touch the feet of their elders and they will give blessing to him. But now the today's youth didn't perform these actions by saying it as an old fashion. The Indian festivals have only became the part of social media. People use to send wishes only on social media sites and they only show off their celebrations. In reality everyone is busy in their own.

The phone at home or neighborhood has now changed to 'My Mobile'. Because of media A family being under one roof is separated with each other as everyone has their own smart phones and they are busy in their own. Even sitting in a same drawing room they are not talking to each other because they have their friend 'Phone' with them. In such a situation, it has become dishonest to think of situations like understanding each other's pain, expressing feelings together, giving condition and direction.

Under the guise of modernity rites are being extinct in youth. In today's time, parents themselves are participating in the dark race of modernity. In such a situation, they are putting their children in the trap of this modernity and tributing their culture. Under the impact of westernization They teach them to eat, pizza, noodles, burgers etc. instead of the home made food which is better for the health as well as the growth and gives all nutrition which are needed to a human body. In the spirit of modernity, The youth's dress also does not make the right choice, and also parents feel proud when their children wears new look dress. They try to participate in the competition of modernity by neglecting their own culture.

If seen, now is the time when there is no such thing of relationships. People living in the same multi complex do not know each other, no matter what is happening in the neighborhood. Occasional 'Satsangs' have now turned into Baba's shop. The gimmick at the crossroads the center of entertainment is now extinct.

Excessive workload, stress due to work load, inability to sleep due to stress, communication conditions etc. have become the cause of depression. Though leisure, the means of getting relays now developed are themselves causing stress. One thing is clear that this problem of depression is a product of modernity i.e, losing our own culture. It is also clear that the problem of depression is not only of our country, but it can be said that today the problem of depression is becoming global. Features of mobile are becoming addicts through easy communication. New discovery of games, video games themselves cause stress.

In the recent report, even though it is being said that a slight change in working conditions can improve the situation, but it does not seem so. In such a situation, some scientists will have to think seriously because even if medical science discovers medicines, society is not going to get anything rom it.

People are paying tribute to their old culture. They are adopting the culture of Westerners. While 70-75% foreigners are adopting Indian culture. We were called the king of culture. We are auctioning that culture in the Surrey market without any value. Just think how we have to move forward now? That too with the sacraments or in the wrong way of modernity, you have to trap yourself or do all this for false pride, and make your life like hell?

In this research we are going to know how our youth is getting affected by the media and losing their culture and the values. The Life has become complicated. For the last 20 years, there has been a revolution that has made us stand in front of the world. A legacy of hundreds of years has brought a fatal change in our culture, our thoughts and values.

But also it would not be wrong to say that this new culture i.e., modernity has told us how to live life. From our way of living, many physical dimensions of life have been linked to our personal life. It has made our life easier. Overtime, we fell prey to modernity and also we had some requirements that forced us to adopt modernity.

Objective

- To study the impact/effect of media on society
- To study the socio-cultural values in youth

Research Questions

1. What is the role of media in social change of society?
2. How media gives positive and negative effect on society?
3. Is the youth of today is lacking moral values?
4. How Media does affect our culture?
5. What are socio-cultural factors?

Values and Media

Almost in the spirit of the words that "knowledge is a virtue" the modern education cannot do Without media training which is purposefully focused on developing the attention and flair to estimate what moral values the news and movies tangle, how these moral dilemmas are expressed, through what effects the impact is achieved, who has created and sent the specific message, why they do it, which the target audience is, how other people would understand that message in a more different way, what the means are by which conviction in the stated position is achieved, what alternative positions are possible.

The media education develops moral ratiocinations in a situational manner. Specific things, Solutions and alternatives, are discussed, which to a greater degree means that if the adolescents fall into a situation similar to the discussed one, they will have options for action in it, or in a similar one. The discussion of the media stereotypes, the comparison of the ways the different media would present one and the same thing in terms of love, relationships within and outside the family, the ethnic and race relations are always related to a specific real situation, so the educational effect is incomparably greater than in the Ethics, History or Pholosophy classes, for example. In a culture where the media have considerable impact on

the behavior of the young people, and where they are an unprecedented source of imitation, the opportunity of moral and media literacy to go hand in hand is a way out of the social disorientation and controversies that ultimately result in a lack of sustainable moral principles.

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Data analysis and Interpretation

On the basis of our topic Socio-Cultural impact of media on youth. We survey on the people or we say the youth of different age group categories. These are 12 to 15 years, 16 to 19 years, 20 to 25 years, 25 to 32 years.

We got total 56 responses in this. The maximum responses are from the youth of age group 20 to 25 years i.e., 55.4%. After that we got 28.6% responses from the age group 16 to 19 years. 14.3% responses are from the age group of 25 to 32 years. Now we will see the responses and do analyse on different uestions related to media and

culture in next pages.

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HOW MUCH TIME YOU SPEND ON MEDIA?

56 responses
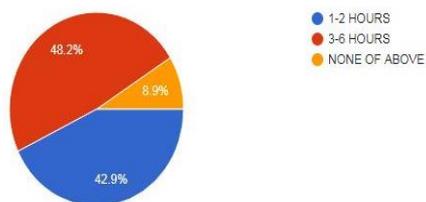
Now on asking how much time they spend on media we got total 56 responses. Above we can see that the maximum youth spent 3-6 hours on media, which is shown in red colour on above pie chart as 48.2% which is very much. This much use of media can be harmful for the health or eyesight of the youth.

After that 42.9% youth spent only 1-2 hours on media which is shown in blue colour on above pie chart. This only 1-2 hours figure for 42 percent youth is good as they don't spent much time on media. They may be either school or college going or working youth which may not have enough time to waste on media.

As per above chart in yellow colour we have 8.9% of youth who doesn't spend 1 to 6 hours on media. So, it may be possible that they either spends more than 6 hours on media which can be very dangerous or it may also be possible that these people use media less than 1 hour only for the updates without wasting their time.

CAN YOU LIVE WITHOUT MEDIA?

56 responses
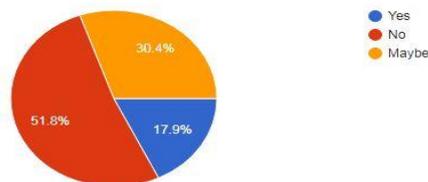
When we asked our youth that can they live without media, than as per above pie chart as shown in red colour maximum of our youth i.e., 51.8% answered no to this. They can't live without media. This is because they got addicted to media. Other 30.4% youth as shown in orange colour answered maybe to this question. It means they are not sure they can either live or may not live without media. Other 17.9% youth as shown in blue colour directly said yes to this question. It means that they are not addicted to media.

With the above situation we can analyse that maximum of our youth is addicted which is not good. The percentage of those who are not addicted is very less. We have to take measures to increase that non-addicted percentage.

DOES MEDIA GIVES POSITIVE EFFECT ON SOCIETY?

55 responses
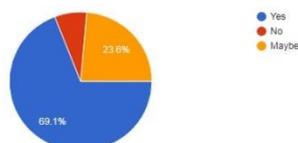
Out of 55 responses as given in above pie chart blue colour shows 69.1% of our youth responded that media gives positive effect on society. It means that they are positive towards

media. They and their family get positive impact from media. Other as shown in orange colour 23.6% youth are not sure that media gives positive impact. The remaining percent as shown in red colour don't think any of the positive effect of media on society. So here, the maximum no. of youth think that media has positive impact on our society. As everything has positive as well as negative impact so does the media also has both positive as well as negative.

WHICH MEDIA YOU PREFER THE MOST?

56 responses

- SOCIAL MEDIA
- PRINT MEDIA
- ELECTRONIC MEDIA

33.9%

8.9%

57.1%
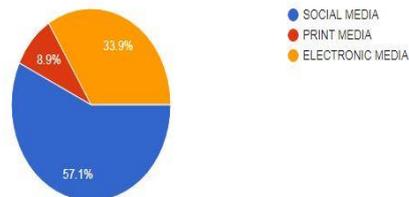
When we asked that which media has more preference in social, electronic and print media than we got total 56 responses. As shown in above pie chart maximum of our youth i.e, 57.1% youth prefer the social media in all media. This is because they spen more time on social media and so they trust social media which is easily available too to them and also social media gives the updated information. The 33.9% as shown in orange colour prefers the electronic media, like television or radio. As they think that these platforms gives the trustable news. The other remaining 8.9% of our youth as shown in red colour prefers the print media which includes newspapers or magazines. They trust print media more than other medium.

DO YOU SPEND TIME WITH YOUR FAMILY?

55 responses

- Yes
- No
- Maybe

94.5%
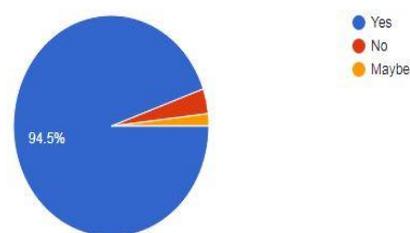
On asking our youth that did they spend time with their family, we get 55 responses, according to them maximum of our youth i.e.,94.5% youth spend time with their family as shown in above pie chart in blue colour. The other remaining percent which is very few responded no to this question as shown in red colour which means they did not spend time with their family. The reason for those who don't spend time with their family can be that they either live in hostel or far away from their family or they don't like to spend time with them. The other percent of youth as shown in yellow colour answered maybe to the question which can be mean that if the youth have time than they can spend with their family or don't when they don't have. Also it can be dependent on their mood also.

so here, we can analyse that now also our youth have some emotions left , they love their family, they know their all time support is family so, maximum of them as per pie chart gives their time to family also.


DID YOUR PARENTS PICK OR DROP YOU FROM YOUR SCHOOL/COLLEGE/WORK?
55 responses
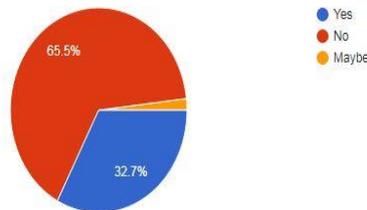
Now on asking the youth that if their parents pick or drop them from their school, college or work than maximum of them answerd no to this question. According to above pie chart in red colour i.e., 65.5% of our youth answerd no to this question. The reason for this can be they think their children are now independent or adult. The other as per blue colour shows 32.7 percent youth answerd yes to this question, it means that some of our youth is still there who is either totally dependent on their parents or their parents take care of their children very much or they like to travel with their parents or want to spend more time with their parents.

 So here, we can analyse that the maximum youth is there who don't travel with their parents ,the reason can be either their parents are very busy or the youth are busy because of which they cannot go with their parents or also the time can also don't match of the working employee or college going student. Also some youth do not like to go with their parents .
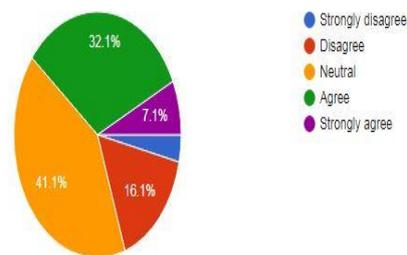

IS MEDIA A WEAPON?
56 responses
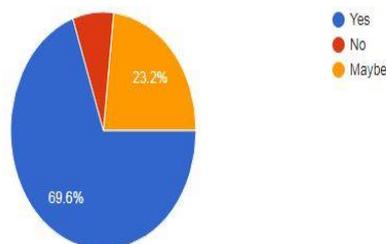
Now on asking the question that ' is media a weapon' we got 56 responses for this. As shown in above pie chart blue colour shows that maximum of our youth i.e, 69.6 percent answered 'yes' to this question. According to them media is a weapon they think media as a weapon it means they have seen some negative side of media which make them think of media as a weapon. Other 23.2 percent of youth answered 'maybe' to this question as shown in yellow colour. It means that these youth thinks media either as a weapon or not a weapon they are not sure about it ,they are neutral to their answer. After that we can see that only a very few percent answered no to this question as shown in red colour. So here, we can that Maximum of our youth thinks media as an weapon.

When we asked the question that 'is media lacking values in youth' we get the answers as per above pie chart that maximum of our youth i.e., 41.1 percent answers is 'neutral' to this as shown above in orange colour. It means that, according to them media is lacking as well as giving values to the youth. Next as shown above in green colour i.e., 32.1 percent youth is just agree to the statement. The other as shown in red colour i.e., 16.1 percent of youth is disagree to the statement. It means that they think media is not lacking values. The other remaining as shown in purple colour i.e., 7.1 percent are strongly agree to the given statement. According to them media is definitely lacking the values in them. Media is not good for them. The remaining as shown in blue colour strongly disagree to the statement, according to them media is not lacking an values in youth.

Conclusion

Media has both negative and positive impact on our youth. But our youth in seeing only positive side of media has forgotten the negative side. They use to see many things on media which changes their mindset according to them and make them behave according to them only. Now its been very less time that negative influence has captured our youth, but if we don't care it about now, than it can take a big form and than will badly attack our next generation also. Our today's generation has to do something now, to save our next generation. Otherwise the bad effects of media will ruin everything. And also with the people the Indian culture which is in going position now will also get extinct. And the next generation will not be able to know their ancestors and their rituals.

So, to save the Indian culture and to save our society our youth has to understand the both perspective of media positive as well as negative. They don't have to become addicted. They have to use the media in a right way and as per their need. Excessive use is very harmful for health as well as the relations.If the media will be used limited than their relation with their friends, their family, and with society will get stronger. There will be the happiness everywhere. No negativity, no laziness and good health will be there.

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