

Effect of Electronic Media on Youngsters Life

SONU SHARMA

Assistant Professor, Department of Mass Communication and Television, Film Technology,
NIMS University Jaipur, Rajasthan, India

ABSTRACT

Electronic Media have accepted central roles in our youngster's daily lives. The electronic media has verified hypothetically deep effects, both positive & negative on youngsters thinking, life style, social, learning and communication development etc. Now a day's media has a great inspiration in our life & that has been increasing every day. Electronic media surrounds every person in this world. Electronic media means Film, television, radio, computers networking, video games & cell phones etc. We decided to review the current literature on the effects of electronic media on youth health both in the India & Western countries. It is widely accepted that media has thoughtful effect on youngster health, including violence, tobacco, alcohol use, & risky sexual activities. Youth is that phase in which easily the mind can be changed. As we know that everything has a good or bad effects. So the electronic media has also good and bad effect on youngsters.

Key words: Electronic Media, Youngsters, and India.

Introduction:

The electronic media mainly consist of radio; television, Film, Internet and social networking sites (New media) are actually classrooms without four walls. Technology of media is an important part of youngster's lives and play very important role in creating awareness related various aspects of life. Electronic media are media that use for the audience to approach the content. Broadcast media that take advantage of electronic media technology. New Media are that type of social networking site by which youngsters/ peoples expresses their views by liking, sharing, and commenting on information in the form of symbol, text, audio or video. They may include Film, television, radio, computers networking, video games, cell phones and Internet etc. The term 'Electronic Media' is often used in contrast with print media. In today's society, electronic media are thoroughly integrated into the movies, videos, music, video games, fabric of life with television, and computers, central to both work and play. A computer-generated bad street is easily available to most youth now in their every home. Media technologies in present days are used effectively as teaching tools in collage/University, conferences, seminars, workshops (Government or private) but the results depend on how teachers use the technology and their own comfort level with the media.

Effects of Electronic Media on Youngsters Health & Behavior

In this world science & technology our lives, though are becoming easier but also complex at the same time. Electronic media is one of the pillars of country transformation and development of our lives is becoming more aware and updated. Electronic media important for youngsters who developmentally think concretely and are unable to differentiate fantasy from reality. Moreover, time spent with media decreases the amount of time available for pursuing other more healthy activities such as family time physical activity, sports, community service, and cultural pursuits. Now we can feel the effects on youngsters as cited below. Electronic Media have a powerful effect on health and behavior. Media strength exposure in form of murder mystery movies, stories filled with strength and torture has a larger effect on later violent

behavior. Youth watching violence on TV or playing violent video games tend to be more violent are more prone to confrontation with their teachers, may be involved in fights with their peers & see a decline in school successes. Girls experience more fear from media as compared to boys. Another study from India showed that bright display of strength through media stress and depression in adolescents. To optimize children's social development and long term health, parents, teachers and pediatricians should discourage the viewing of violent television programs.

Role of Media in Sexual Arousal:

Encouragement of sexual intercourse by younger is related with risky sexual performances and uplifted risk of various partners, unwanted pregnancy, sexually transmitted infections, and pubicprovocative disease. In the US, approximately 47% of high school students have had sexual intercourse. Of them, 7.4% report having sex before the age of 13 and 14% have had ≥ 4 sexual partners. Exposure to sexual content in music, movies, television and publications accelerates young sexual activity and increases their risk of attractive in early sexual intercourse. This gratified is shown to be normal, fun and thrilling but without discussion of the risks of early sexual activity, pregnancy or sexually transmitted contagions. In India, there are reports of messaging sexual contents through mobiles among school going adolescents. The media should be cheered to provide more sexually healthy content. Almost 75% of 15 to 17- year-olds believe that sexual content on TV affects the behavior of their peers.

Alcohol Drinking & Media:

It has been shown that contact to alcohol advertising and TV programming is associated with positive beliefs about alcohol consumption. Although such cross-sectional studies do not prove causation it is of interest that in a 1990 study, 56% of students in grades 5 to 12 said that alcohol advertising encourages them to drink. Results showed that girls who had watched more hours of TV at ages 13 and 15 drank more wine and spirits at age 18 than those who had watched fewer hours of Television In specific, music exposure is associated with marijuana use while movie exposure is related to alcohol use.

Smoking & Media:

Research has established a strong association between exposure to sureelectronic media messages and smoking in youths. For instance, more than half of adolescent smoking initiation has been linked to watching smoking in films. Acknowledging the effects of electronic media on attitudes and behavior, media learning may teach youth to understand, study, and evaluate ad and other mass media messages, allowing them to actively process media messages rather than passively remaining targets of mass media. India faced a lot of controversy with the ban on on-screen smoking in films and TV programs. Originally ban was imposed from 01 January 2006 and then on 23 January 2009 Delhi high court lifted the smoking ban in films and TV. There is need for evidence-based guidelines for such issues.

Importance of Electronic Media In Our Life:

The importance of education and science cannot also be denied. So far your question that what is the responsibility of media in our life can be explained like this. Electronic Media is playing an important role in the systems of current life. People want to remain knowledgeable about everything, which is taking place anyplace in the world. The world has become a worldwide village and this is because of Electronic media only. Now people living in different countries know everything about the people of other countries sitting at home with the help of media. Education has become easy and understandable with the help of audio and video media because people understand things through them quite easily. The main advantage of Electronic media is current knowledge, which is presented round the clock and people remain informed about important news through radio, TV, movies Internet & other sources. So we can say the role of electronic media is very important in our life. Electronic Media provided us information, education, entertainment and changed its standards. Today, we get News from all over the world just one hit of remote

key. We can know what is happening all our life can and us give our opinions through media and get heard. Electronic Media helps in creating alertness among people and gets their voice elevated. It develops our thoughts and ideas. We get different forms of entertainment through media whether its Music, dance, reality shows, movies etc.

Conclusions:

To conclude we can say that media have a disturbing possible to negatively affect many aspects of youth healthy beneficial development, including weight position, sexual initiation and social separation. Media also has probable for positive effects on youth health. We need to find ways to improve the role of media in our culture, taking advantage of their positive qualities and decreasing their negative ones. The final goal is to reach youth with positive messaging. Acceptance media rather than trying to counteract it promise to be an effective tool in shaping the behavior of youngsters.

References:

1. Bushman BJ, Huesmann LR. Short-term and long- term effects of violent media on aggression in children and adults. *Arch PediatrAdolesc Med* 2006; 160: 348-352.
2. Grube JW, Walters E. Alcohol in the media: content and effects on drinking beliefs and behaviors among youth. *Adolesc Med Clin* 2005; 16: 327-343.
3. Connolly GM, Casswell S, Zhang JF, Silva PA. Alcohol in the mass media and drinking by adolescents: a longitudinal study. *Addiction* 1994; 89: 1255-1263.
4. Primack BA, Kraemer KL, Fine MJ, MD, Dalton MA. Association between media exposure and marijuana and alcohol use in adolescents. *J Adolesc Health* 2008; 42: S3.
5. Grunbaum JA, Kann L, Kinchen S, Ross J, Hawkins J, Lowry R, et al. Youth risk behavior surveillance– United States, 2003. *MMWR SurveillSumm* 2004; 53: 1-96.
6. Kunkel D, Eyal K, Finnerty K, Biely E, Donnerstein E. Sex on TV4: A Biennial Report to the Kaiser Family Foundation. Santa Barbara, Calif: Henry J. Kaiser Family Foundation; 2005. Available from: URL: <http://www.kff.org/entmedia/upload/Sex-on-TV-4-Full-Report.pdf>. Accessed November 14, 2009.
7. Collins RL, Elliott MN, Berry SH, Kanouse DE, Kunkel D, Hunter SB, et al. Watching sex on television predicts adolescent initiation of sexual behavior. *Pediatrics* 2004; 114: e280-e289.
8. Sargent JD, Beach ML, Adachi-Mejia AM, Gibson JJ, Titus-Ernstoff LT, Carusi CP, et al. Exposure to movie smoking: its relation to smoking initiation among US adolescents. *Pediatrics* 2005; 116: 1183- 1191.
9. American Academy of Pediatrics: Committee on Public Education. Media education. *Pediatrics* 1999; 104: 341-343.
10. Times Now. Delhi High Court lifts smoking ban in films, TV. Available from: URL: <http://news.bollysite.com/bollywood/hc-lifts-ban-on-smoking-in-films.html>. Accessed November 14, 2009.