# MEDIA AND ITS IMPACT ON SOCIETY: A SELF PERSPECTIVE ON MEDIA AND ITS NEGATIVE IMPACT ON SOCIETY

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**Abstract**

Media in present day is supposed to be the mirror of the society. It has always played a major role in the development of the society. Some of the most popular forms of media are newspapers, magazines, cinemas, radio, social networking, television and web. The basic functions of media are information, entertainment, advertising and development and in the present day world every individual uses or looks up to media for some or the other purposes.

The paper attempts to study the impact of media on society. This paper is a complete self-perspective research and its main emphasis is on media roles and responsibilities and how different kinds of medias impact society in a negative manner.

**Keywords:** Media, Role of media, Impact of media, Impact on society, negative impact of media.

**INTRODUCTION:**

Media and society go hand in hand and its impact can be seen very clearly in an extensive manner. Sitting at a corner of a room one can access any information with just one click. With such a great and fast access to information people keep themselves updated and educated. Media can be in various forms like print media which includes newspapers, magazines etc. It can be in form of electronic media like television, cinemas radio. It can be in the form of online media like social media and online medium applications of various news channels and their websites which keep people updated about minute to minute happenings around them.

Media has always been a medium of great impact which led to the development of society for example during the freedom struggle movement in India it was media that kept people updated and informed about the happenings.

But as a famous saying goes every coin has two sides even media has a darker shade. Unfortunately these days media instead of being the information center has become the agenda setter. Media which is supposed to be fair and unbiased has now become the unfair and biased. The outcome of such media is a great challenge to an individual as well as society on a whole.

This paper deals with different types of media and their impact on society and mainly focuses on how each media impacts a section of society and the negative outcomes of the impact.

**LITERARY REVIEW:**

The use of media for passing information traces back to around forty thousand years ago when some human ancestors used to scribble and paint on walls of caves and pass information. It was only limited to few people around their tribe or areas.

The media passed to wider audience only with the extent of invention of paper in China during 100 BCE later the printing press developed after some 1500 years. The early 17th century saw the advent of newspapers and the arrival of photography changed the scene of media. However first newspaper came to India in 1818, "Bengal Gazette" by James Augustus Hickey.

With the development of camera in 1840 motion pictures the development of cinema has occurred and with the development in technology cinemas took over the entertainment field. During the 20th century another great development added to the history of media when on 2nd November, 1920 a radio station KDKA in Pittsburgh, Pennsylvania went on air to report presidential elections of that year. India transmitted its first radio signals in 1921 on 20th August on roof of Times of India building. It followed by the setup of Indian State Broadcasting Service (ISBS) which turned into All India Radio (AIR) in June 1936 and since then it had no look back in the development of radio.

Crude experiments of 1920's also played a very important role in development of media in the present day i.e. the invention of Television. Right after World War II improvised black and white televisions developed and were affordable only by the higher classes of the society. Later color televisions developed and cable connections for providing televisions developed with which the demand and use of television increased later DTH – Direct to Home concept of broadcasting channels developed and now it is primary mode of entertainment in the 21st century.

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A media jolt came into the world of media with the development of Internet in 1965. In 1998 Google Search engine came and people flooded with the use of internet and in 2008 with the development of Facebook social media usage got viral.

[1]There are now more than one billion websites with about 140,000 new ones created daily. SmartInsights gives us a glimpse of what happens every 60 seconds on the Internet:

- 500 hours of YouTube videos are uploaded;
- 149,513 emails are sent;
- 3.3 million Facebook posts are made;
- 3.8 million Google searches are started; and
- 448,800 Tweets are sent on Twitter.

The Internet has become a mammoth information delivery system. It seems inevitable that sometime in the future a different technology will come along and make the Internet obsolete [1]

[2] A report reveals that Indians spend70 percent of times on apps like Facebook, Whatsapp, and music and entertainment apps. On an average, a user in India spends 200 minutes a day on mobile apps, lower than the USA average of 300 minutes a day.[2]

**METHODOLOGY:**

The methodology used in this paper is completely analytical and self perceptual with reference to various secondary sources like books, journals, articles, websites and newspapers both online and offline. The paper focuses mainly on the study of negative impacts of media on society and tries to discuss the outcomes of the impact of media.

**RESULTS AND DISCUSSION:**

In the 21st century there would hardly be few people who are not exposed to media. In some or the other way people have access to media and it has become their part of daily life. People look up to media in many ways. The look up to media for recreation, they look up to media for information, they look up to media for entertainment and sometimes also for distractions.

A large mass of people have access to all forms of media and the content presented in media has a great impact on people's perspectives in a physical and a psychological manner.There are three types of media:

1. Print Media
2. Electronic Media
3. New Media

**I        Negative Impact on Society by Print Media:**

Print media includes newspapers, journals, magazines and anything in such which is in a printed format. Newspaper agencies these days are generally run by private sectors or by political people due to which they publish what so ever is in favour to them irrespective of the news being genuine or fake. The readers of that particular newspaper would read the article and believe in the facts because they would not be verifying the news factuality leading to a wrong impact and impression on the reader regarding a particular person or thing.

Most of the newspapers these days cover more of crime and less of news. Reading just the negative news happening in the society changes the psychology of the person and makes him believe there is only bad around him which reduces his social interaction factor and makes him a pessimistic person towards society reducing his social responsibility towards society and his neighbours.

Magazines are of various genres and magazines related to fashion and pornography display pictures that show nudity and obscene contents which when seen by children develops a negative impact on their minds. Few magazines that are circulated to general public also have matters related to sex and sexual frustrations which when read by children develops a negative behaviour and attitude in them

**II        Negative Impact on Society by Electronic Media:**

Electronic media includes Radio, Television, Cinemas and anything that is in the form of electronic. Radio has a negligible negative impact on the society as it basically constitutes of discussions and music but a greater impact on society is because of Television and Cinemas.

The field of entertainment constitutes mainly of cinemas and televisions and the impact it has on society is very high. The impact television has on society is news channels have become privatised and focus mainly on TRP and in that process they forget their basic ethics and telecast anything that comes to them which is a sensation. Obscene content, nudity and adult rated information are also telecasted without any censors in the channels and days of debates keep happening regarding the issue. News channels instead of providing with information provide opinions through their programmes which also shape public opinion. Every news becomes a breaking news and the content is displayed over and over again without any modification or updation. This type of news when provided to public makes them aversive towards news channels and keeps them away from the actual information for which they are looking for.

Some programmes telecast the crimes happening in the society which inform the society less about the crimes but provide more information about how to commit a crime without being caught. Such programmes turn innocent people into criminals buy showing them the methods of how the crime is committed and how well a crime can be committed.

Entertainment programmes such as comedy shows have no censors on the contents and scripts and show any type of content they will and wish in the name of comedy. Such programmes are supposed to be family programmes but one cannot watch with family because of such uncensored contents and double meaning dialogues.

Soap operas are telecasted in televisions that drag their stories for over months together and has no reality in it. Most of the soap operas telecasted show women as a negative character which degrades the moral character of women and creates a general perspective of a viewer towards women to be a negative one.

Cinemas are no less in influencing the society. Cinemas these days have so much violence involved in them that each and every person watching it gets tuned to such behaviour. People try to imitate their favourite actors and actress and in such process they inculcate aggressive behaviours and violence in them creating very negative impact.

Cinemas also depict women as item dancers where they wear dresses which semi cover their bodies and dance and this makes the male look towards women as an object of sex rather than a person of respect.

Cinemas show long gone practices such as factionism which makes life difficult for people who belong to those places and go out to live their lives. Recently after release of a telugu movie related to factionism a common man reported back how people deny giving him a house for rent belong he belongs to those areas which once had factionism only because of the factionism still been shown in movies.

**III      Negative impact of New Media on society:**

New media includes the internet culture i.e. online media and social media. Online media consists of obscene contents such as pornography which most of the youth get addicted to and commit crimes like molestation and rapes not knowing how to control the urge of arousal.

Social media is another platform where most of the youth is exposed to and has many impacts on the uses I psychological manner. People who use a lot of social media start comparing their lives to those posts on social media and feel inferior. They develop a feeling in themselves that their life is nothing when compared to others and they are not enjoying or happy when compared to others. This type of thinking and comparison leads to many psychological problems like Depression, Anxiety, Inferior complex and also lead them to extents of committing suicides when denied of something.

**SUGESSIONS:**

Media authoritarian bodies should have a check on the programmes telecasted as well as the content of the programme telecasted so that it doesn't affect the peace and sanity of the society. The regulatory bodies should keep a complete track on the program and only provide permission when they find no harm to the society or a person's believes. Even when coming to movies the board of cinemas should make sure that it should not depict long gone practices as still existing which make lives of people difficult to live in.

**CONCLUSION:**

Though there are positive aspects of media that help in providing information to the society and the development of the society the negative aspects outshine the positives. Media these days has lost its ethical values and depicts anything it wishes to at any point of time. The impact of such practices is shown on the society especially children and youth and they follow those practices and become addicts of substance abuse, inculcate violent behaviour, treat women as objects of sex and also end up committing crimes and spoiling their bright future. Media should telecast informative stuff and not value degrading stuff.

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