**IMPACT OF MASS MEDIA**

**IMPACT:**

* Marked effect/impact.
* Influences one’s mind.
* Has a long-lasting impression.
* May lead to change or modification in action.

**IMPACT ON CHILDREN:**

**POSITIVE IMPACT:**

1. Simulation with learning- It helps students to a great extent. It acts as a very important tool for young students. It creates a real-life scenario which makes practical learning possible for children. This ‘hands-on’ learning experience proves to be very useful for them and ensures better retention. Eg-Kidzania
2. Spoken Tutorials- Learning with the help of videos proves to be very convenient. It is less expensive and less time consuming for students. They can learn at any time of the day.
3. Kindles-Kindles/E-books are another convenient and easy option of learning. Students can store innumerable books and read or refer to them at any time of the day. Thus 24x7 learning is made possible. Also, students need not have to carry heavy books everywhere.
4. Synchronous Learning- Takes place when teachers/trainers are physically separated from the students. This makes it easier for both the parties. The tools used in learning include chat, online seminars, screen sharing, telephone learning, etc.
5. Blended Learning- It is a method which is used today in most of the schools and colleges. It is a method which involves a combination of modern and traditional learning. For eg- Black board and chalk method is used by teachers simultaneously along with projectors.
6. Also, magazines such as Toot, Magic pot, etc and newspapers like HT education and Education Times have gained popularity over a period of time.

**NEGATIVE IMPACT:**

1. Children have become isolated and anti-social due to the Internet, video games, etc.
2. There is lack of routine in the lives of the children. One of the main reasons behind this is online learning, due to which students take learning for granted.
3. Neil Maroki in his book, ‘Impact of Internet in the Education Systems in the new Millennium’ states that the internet has made our minds obsolete. According to him, we will soon not use our minds and our thinking abilities will decrease gradually. This phenomenon is called ‘Erosion of Mind.’
4. Media has made students dull and lazy. They have become dependent on Wikipedia and Google.
5. There is lack of detailed study and research. The students do not delve deeper to study subjects, like they did in earlier times.

**DISTINGUISH BETWEEN:**

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| --- | --- |
| **GURUKULS (TRADITIONAL EDUCATION)** | **MODERN EDUCATION** |
| The students are self-sufficient. | The students are not self-sufficient. |
| The students are more active. | The students become dull and lazy. |
| The students have less exposure. | The students have comparatively better exposure.  |
| They are comparatively less confident.  | They are comparatively more confident.  |
| They have better retaining capability. | They rely on other tools for retaining information. |
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**IMPACT ON YOUTH:**

**POSITIVE IMPACT:**

1. It actually caters to all the 3 main aspects for the youth such as Education/Entertainment/Research.
2. It has simplified life.
3. It acts as a tool for progress.
4. It leads to all-round development.
5. It leads to a transformation in the outlook and attitude of the youth.
6. Media empowers the youth to take decisions and have an opinion of their own.
7. It acts as a prime communicator.
8. Media has inculcated higher level of openness and confidence in young minds.
9. It has led to better to interaction.

**NEGATIVE IMPACT:**

1. **Glorifying Negative behaviour:**
* Movies glorify characters drinking alcohol, consuming tobacco and drugs as well as indulging in violent behaviour.
* They believe that smoking and consuming drugs allows them to attain freedom.
* It makes it difficult to make responsible choices.
* They feel negative behaviour is readily accepted and justified.
* Nowadays, the protagonist in movies portrays negative behaviour which influences the young minds.
* Eg: Ek villain. Here the protagonist shows negative behaviour and justify his rebellious behaviour. Also, murder and extortion is justified.
1. **Video Games:**
* Excessive use of video games over a long period of time may lead to aggressive and violent behaviour in teenagers.
* Killing, beating, thrashing, etc is justified and the Youth tend to follow the main characters in these video games.
* They get confused between the virtual world and reality and start imitating the same actions in real life.
* They become insensitive and gradually stop feeling guilty even after doing wrong things. Their moral judgement gets impaired.
* Also, they at times experience Anti-social personality disorder as they mostly remain in isolation and avoid interaction.
1. **Internet:**
* One can find anything and everything on the internet. A teenager these days has very easy access to internet through the phone or laptop. WiFi has made this even easier for them.
* Sometimes, Youth tend to blindly accept facts and information available on the internet which can be detrimental.
* Over use of the internet can cause obesity, low creativity, depression and spoon-feeding. A new psychological problem is being noticed in youngsters known as Facebook depression which occurs as a result of overuse of Facebook.
* Cyber bullying is another rising problem. Teenagers at times upload doctored and morphed photos of their peers on social networking sites. The victims due to this at times undergo depression, aggression, frustration and low-self image. These victims are at times seen to have bullied people in the future to vent out their frustration.
* Youth are also exposed to Pornographic content on the internet at a very early age. This has led to an increase in rapes, molestations, crimes and early pregnancies. At times, these videos may cause disgust in the young minds which may cause difficulties for them in the future.
1. **TV**
* It has led to an increase in violent behaviour, aggression and negative psychological impact.
* Some reality shows have also caused psychological damage to children.
* Eg: Shows like Biggboss show vulgar language.

Eg: A child aged 9 years once tried to imitate a dangerous stunt from Roadies due to which he lost his life.

* Thus Tv characters at time act like role models for children due to which they follow them blindly.