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Job of Mass-Media for Improving Knowledge among Young Generation

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Abstract:

Media is well and good enough as long as its valuable and influential information is concerned with the society. The usage of media would depend upon each individual to carry out to the maximum of what is good and moral to be performed out in the society. Being an Indian, author would affirm that the art of media directs to the state of bloomy India. We live in a society that depends on information and communication to keep moving in the right direction and do our daily activities like work, entertainment, health care, education, personal relationships, traveling and anything else that we have to do. A common person in the city usually wakes up checks the TV news or newspaper, goes to work, makes a few phone calls, eats with their family. With the object of, to note the marks for mass-media parks as of young generation and to know the effects of media on young generation, Present research was carried out with the help of college students. To find out the changing strategies of young generation, author used to explain the formal representation of a set of concepts within a domain and properly conceived methodologies, provide the substantial backing to the applied logic. Finding was drawn and stated the real data presented by sample in the form of with some quotes and dialogues also. Study cover up the major entertainment parks, entertainment movie studios, television and radio broadcast, networks and programming, video news and sports entertainment. With different opinions and beliefs shaped depending on the various elements that are provided by these media companies, it is important to keep a check on how they might bring improve knowledge among young 's life. Author fully agrees that the mass media influences on public opinion. Moreover want to say that the mass media influence on society, politicians shaping people's attitudes and beliefs.

Keyword: Mass-media, informatione, knowledge, attitude, young generation.

1. Introduction

Mass media refers to communication devices, which can be used to communicate and interact with a large number of audiences in different languages. Be it the pictorial messages of the early ages, or the high-technology media that are available today, one thing that we all agree upon, is that mass media are an inseparable part of our lives. Entertainment and media always go hand in hand, but in addition to the entertainment, mass media also remain to be an effective medium for communication, dissemination of information, advertising, marketing, and in general, for expressing and sharing views, opinions, and ideas. Mass media is a double-edged sword which means that will be more positive influences of depends on our attitudes..

In the last 20 years the media influence has grown exponentially with the advance of technology, first there was the telegraph, then the radio, the newspaper, magazines, television and now the internet. We live in a society that depends on information and communication to keep moving in the right direction and do our daily activities like work, entertainment, health care, education, personal relationships, traveling and anything else that we have to do. A common person in the city usually wakes up checks the TV news or newspaper, goes to work, makes a few phone calls, eats with their family when possible and makes his decisions based on the information that he has either from their coworkers, news, TV, friends, family, financial reports, etc. What we need to be aware is that most of our decisions, beliefs and values are based on what we know for a fact, our assumptions and our own experience. In our work we usually know what we have to do base on our experience and studies, however on our daily lives, we rely on the media to get the current news and facts about what is important and what we should be aware of. We have put our trust on the media as an authority to give us news, entertainment and education. However, the influence of mass media on our kids, teenagers and society is so big that we should know how it really works.

1.1. Importance of the Study

Mass media plays a critical role in educating the public; there are many educational television stations that you could learn from, like National Geographic Channel, Discovery Channel, and the History Channel, to name a few. The internet also plays an essential role in educating the general public. With the information on the internet, one could learn anything from something as simple as how to tie a

tie, to the more complex. Through mass media, news outlets have a major influence on the young generation and a major impact on their opinion on certain topics. In many cases, the mass media is the only source that the general public relies on for news. For example, when Neil Armstrong landed on the moon in 1969, mass media made it possible for the public to witness this historical event.

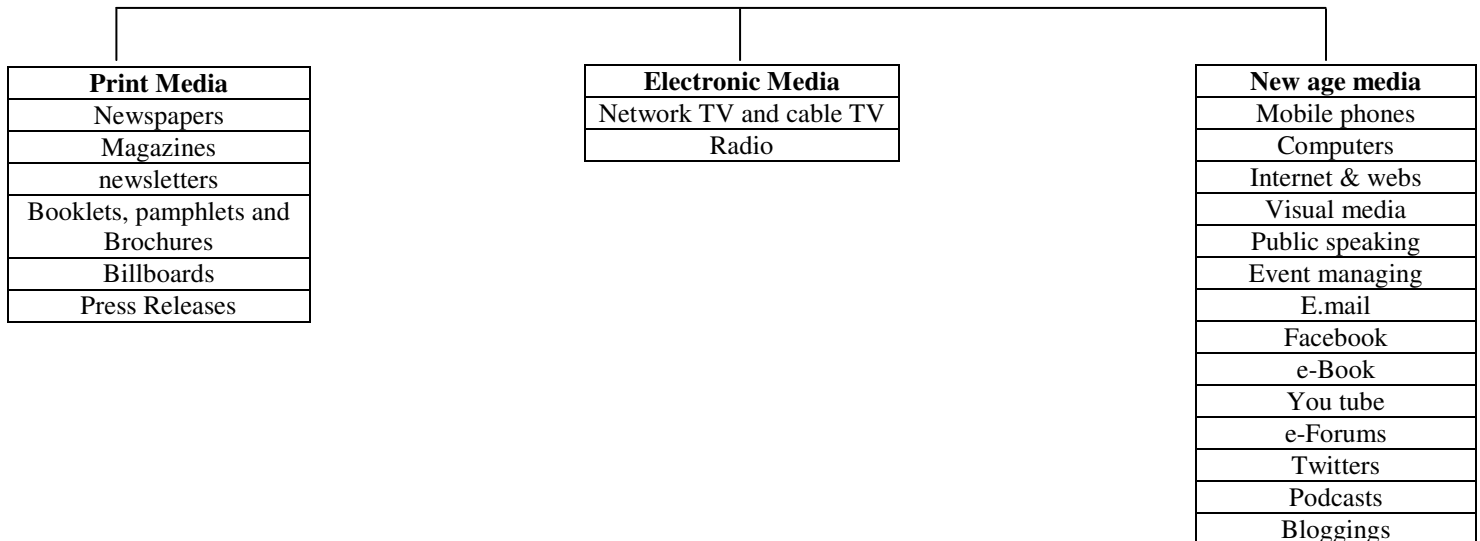
Media is basically dominated by five major companies. They cover up the major entertainment parks, entertainment, movie studios, television and radio broadcast, networks and programming, video news and sports entertainment. With different opinions and beliefs shaped depending on the various elements that are provided by these media companies, it is important to keep a check on how they might bring a positive impact into young's life.. Present study was needful to search the positive side of media which will gave the insight toward knowledge improvement of today's youngster.

1.2. Classification of Mass Media

Mass media in order of their introduction are: Print (books, pamphlets, newspapers, magazines, etc.) from the late 15th century. Recordings (gramophone records, magnetic tapes, cassettes, cartridges, CDs, DVDs) from the late 19th century, Cinema from about 1900, Radio from about 1910, Television from about 1925, Internet from about 1990, Mobile phones from about 2000 near about the same time. Study focused on the use of mass media in propaganda and persuasion. However, researchers soon looked out the possible acceptance of mass media information and communications by young one.

The investigator has employed the present study, for the sake of convenience mass-media arranged in to following categories,

Classification of Mass Media



1.3. Objectives

For the present study the author constructed the following objectives for going to proper direction.

- To note the choices for mass-media parks as of young generation
- To know the effects of media on young generation with regard to knowledge enhancement.
- To find out the changing strategies of young generation.

1.4. Limitation

1. For quality research: in-depth investigator used flexible questioning.
2. Used small samples for good rapport.
3. Only drawn light on the positive effects.

1.5. Reviews

1. In the late 1950s and early 1960s, concern over the social impact of the media shifted to television. Experiments on college campuses by Bandura and Berkowitz (summarized in Comstock & Paik, 1991) showed that behavior could be learned by viewing media content and that a stimulation effect was more probable or cleansing. Senate subcommittees examined possible links between viewing on television in 1965, one subcommittee concluded that televisions were related to social behaviors among people..
2. In 1960, Joseph Klapper downplayed the potential harmful effects of the media. He concluded that the media most often reinforced an individual's existing attitudes and predisposition. Klapper's viewpoint, which became known as the minimal effects position, was influential in the development of a theory of media effects.

3. In 2001, the report concluded that media was less of a risk factor than family influences, peer group attitudes, socioeconomic status, and substance abuse (U.S. Department of Health and Human Services, 2001).

2. Methodology

2.1. Method of Investigation

Study source provides only an indication of what may or may not be true; the “truth” is found through a series of objective analyses. This means that the scientific method is self-correcting in that changes in thought are appropriate. Focus groups: controlled, small group discussions with dozens selected for a specific reason, such as youngster who used a certain type of media..

1) Locale of study: Akola city was selected for study

2) Sampling frame: a).Akola city was selected for the study

b). In Akola city Shankarlal Khandelwal College was selected for study.

c) Then B.Com1, B.A.I, BBA I and B.Sc I students were selected.

d) Only 50 students were selected from each class.

e) And finally total 200 students recorded as for further study.

3) Sampling method: In the present work, the cluster sampling method was applied for Convenience of researchers.

4) Sample size : 200 girl and boy students,

5) Tools and techniques: limited questions questionnaire, group discussion and some personal interview was presented for required information.

6) Administration: Before providing the questionnaire, good emotional rapport will be established with the subjects, which is very important to get accurate and correct /responses. In addition used the techniques, analysis, observations. and free discussion. A common design used to study to show content. No more statistical analysis was applied for because basically the research employed on stand of theory-information.

3. Results and Discussion

It is a matter of common observations and study experiences that Personal, Social and Economical characteristics of respondents have their own contribution in adoption of particular media but overall views are considered for universal results

Print media	Respondents	
	Number (Out of 200)	Percentage
Newspaper	191	95.5
Magazines , periodicals or newsletters	84	42
Booklets and Brochures	48	24
Billboards and hording	169	84.5
Press Releases- General knowledge books and leaflets	158	79

Table 1: Print Media wise distribution of respondent's according to usefulness (IK)

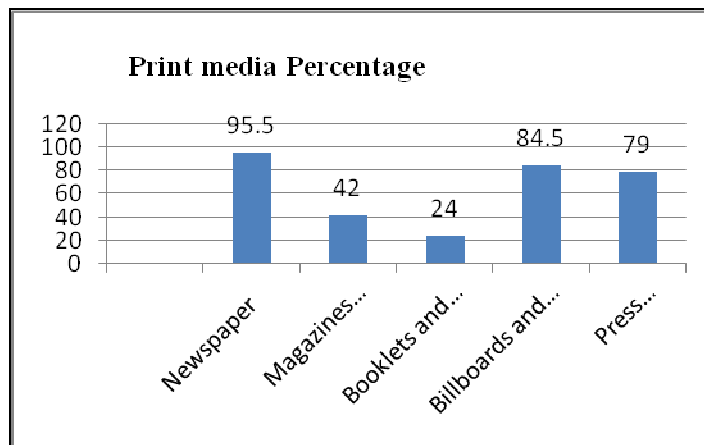


Figure 1: Print Media Percentage

- Result-Above Table 1 and fig-1, indicates that majority of the respondents refers newspapers and print releases in comparison to magazines and Booklets and Brochures Students also refers Billboards and hording for obtaining new information.

Electronic media	Respondents	
	Number (Out of 200)	Percentage
Television	167	83.5
Radio	104	52

Table 2: Electronic-Media wise distribution of respondent's according to usefulness (IK)

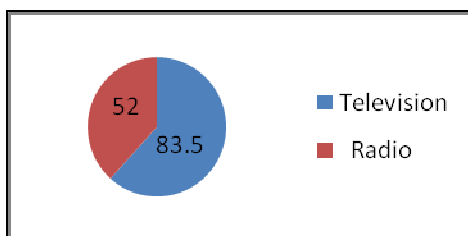


Figure 2: Graphical representation of Electronic-Media percentage

- Result-Above Table 2 and fig-2, Noticed that majority of the respondents marked on television in comparison to radio for obtaining new information

New age media	Respondents	
	Number	Percentage
Mobile phones	47	23.5
Computers	141	70.5
Internet & webs	188	94
photography	38	19
Public speaking	184	92
Event managing	171	85.5
E.mail	60	30
Facebook	174	87
e-Book	26	13
You tube	40	20
Twitters	49	24.5
Podcasts	89	44.5
Bloggings	78	39

Table 3: New Age Media wise distribution of respondent's according to usefulness (IK)

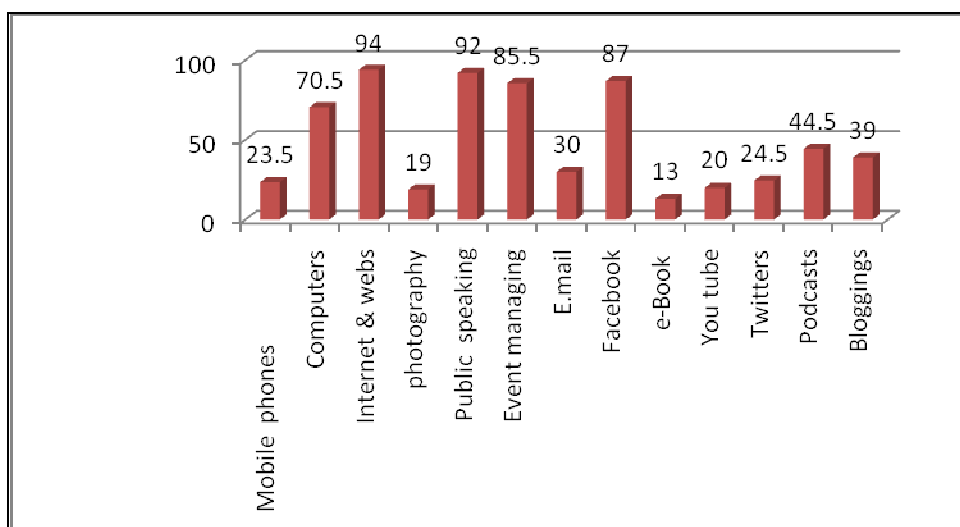


Figure 3: Graphical representation of New Age Media percent

- Result; Above Table 3 and fig-3,indicates that majority of the respondents used internet and web(94%), public speaking(92%), event managing media(85.5%) and facebook(87%). 75% respondent were used computer for acquiring informative knowledge. Remaining listed are used in least level as compared to mentioned.

For systematic analysis the author categorizes 3 impact levels of IK

Impact levels of IK	Category
High	Above 150
Intermediate/midway	51-149
Low	Up to 50

Table 4

Major entertainment parks having high utilization for improvement of knowledge	Respondents	
	Number	Percentage
Newspaper	191	95.5
Billboards and hoarding	169	84.5
Press Releases- General knowledge books and leaflets	158	79
Television	167	83.5
Internet & webs	188	94
Public speaking	184	92
Event managing	171	85.5
Facebook	174	87

Table 5: Distribution of respondents and High impact level of IK

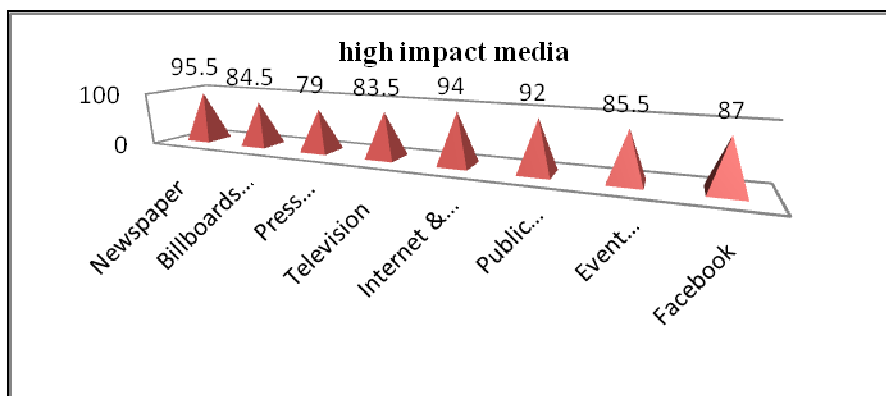


Figure 4: Graphical representation of high impact media

- Result: Above table no 5 and fig no 4 indicates that the high impact media that used by respondents in the range of percentage of 79 to 95-5percentage..

Major entertainment parks having intermediate utilization for improvement of knowledge	Respondents	
	Number	Percentage
Magazines , periodicals or newsletters	84	42
Radio	104	52
Computers	141	70.5
E.mail	60	30
Facebook	174	87
Podcasts	89	44.5
Bloggings	78	39

Table 6: Distribution of respondents and intermediate/midway impact level of IK

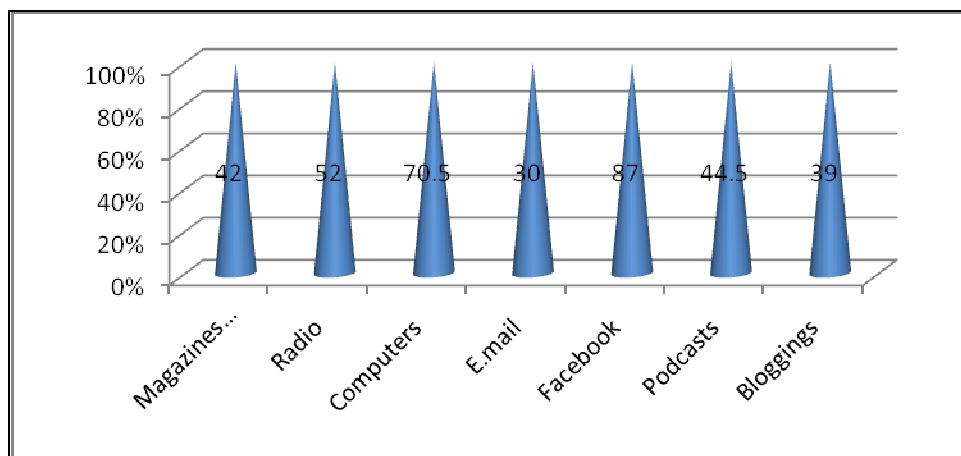


Figure 5: Graphical representation intermediate/midway impact level of IK

Major entertainment parks having high utilization for improvement of knowledge	Respondents	
	Number	Percentage
Booklets and Brochures	48	24
Mobile phones	47	23.5
e-Book	26	13
You tube	40	20
Twitters	49	24.5
photography	38	19

Table 7: Distribution of respondents and low impact level of IK

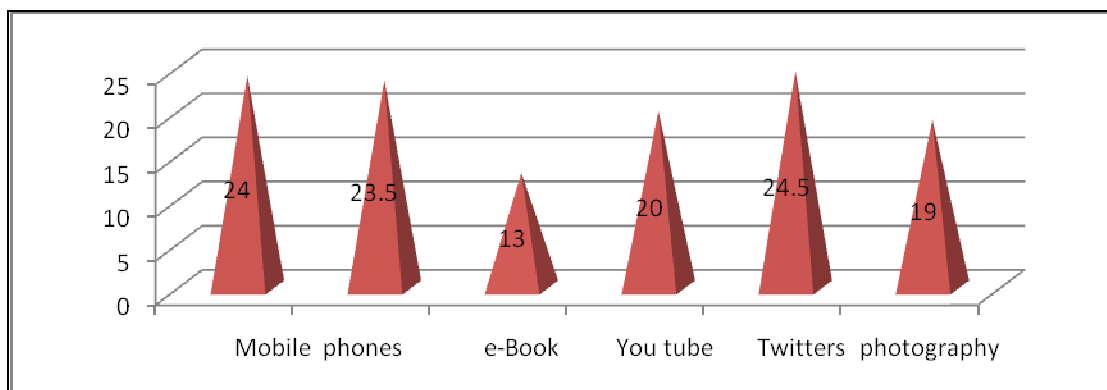


Figure 6: Graphical Representation of low impact level of IK

4. Findings

- The news they get through media help youngster in their daily life a lot. • The media helps common people to exchange information and it acts as a common platform. They get knowledge and awake to raise questions, on seeing the news in newspaper and TV.
- The media helps to bring out the hidden talents of the young. The children learn many good things through media.
- By reading newspaper, they learn many things, their reading habit increases and their vocabulary enhance by learning new words. Their knowledge increases by watching geographical channel, quiz programs and speeches by famous personalities of different fields.
- The games increase their logical thinking power and grasping of things. The attitude, approach and behavior of the common youngster will also change, when exposed to media.
- The media conducts polls and let the public take part in social issues. Through blogging in the internet and writing letters to the editor in newspapers, many people give voice about their opinion in different political and social matters.
- After seeing lots of advertisings they make their buying decisions based on what they saw on TV, newspapers or magazines to be a product.
- They can trust and also based on what everyone else that they know buying and their decision are also based on the media.
- TV, what their favorite celebrity advertise and what is acceptable by society based on the fashion that the media has imposed them.

- If there is a sport that is getting a lot of attention by the media and gains popularity among friends and society, they will more likely want to practice the sport and be cool with all friends.
- Young people are in a stage of life where they want to be accepted by their peers, they want to be loved and be successful.
- The media creates the ideal image of a beautiful men and women and tells what the characteristics of a successful person are, can they see it in movies and TV.
- Effects of the Media-When we watch Tv or a movie we usually see many inspiring images and others with small children, with this is that it can become spirit forming, especially in adolescent as they see it more and more that are starting to grow and are shaping their personality values and beliefs can become preserved or they can adopt a sense of reality and fiction of what they are seeing..

How media influence on changing strategies of young generation. As I have said above, the media has a huge impact on society and also in public opinion. They can shape the youngster opinion different ways depending of what is the objective.

5. Suggestions

- The parents should make the children to play outdoor games and do physical exercise, diverting their attention from the media.
- The media has brought the people all over the world very closer. We have to take the positive aspects and use it for good purpose. The media and public should help to drive away the negative effects of the media.
- Media also must be play a fruitful views and construct innovative ideas for improving life success knowledge.

6. Important gossip from respondents

- Hands on experience- interactive sessions.
- News simulation to get anchoring experience.
- Mock interviews and talk shows with multi camera set up with online.
- Production of TV news bulletins, special reports, feature stories and documentaries
- Publication of newsletters, magazines for print media
- Production and post-production skills for print, TV and Online media
- Guidance from renowned professionals from the industry
- Workshops by experts from TV, print and online media industry all these opinions showed their feeling regarding that are reflected the views so as to it is the provoking hub and very useful, very powerful also.

7. Some Quotes/Dialogues (From study stair)

- Journalism is a profession like any other and certain standards of quality and professionalism need to be maintained. Thank you for sharing your insights.
- This is a very thought provoking hub that has been debated for years. Thanks---
- Wow, what a great hub, must have taken ages!
- Very nice, very useful, very powerful!
- I used to teach the effects of advertising to young students. I wish they would all read this hub!
- I fully agree that the mass media influences on public opinion. Moreover, I want to say that the mass media influence on society, politicians shaping people's attitudes and beliefs.
- Big fires start from a little spark This is because it includes the presentation of bad morals, tempting scenes, immoral pictures, semi-nakedness, destructive speech it. It shows people how to cheat, steal, hatch plots and commit acts of violence against others.
- I agree with, it does have an impact on the society, but also there is some costiveness in it.
- Excellent hub! however did you realize that all of us have just been influenced by media,
- This is really interesting. I would say that even though media is having a stronger influence. Any single media is having a smaller influence with the incredible proliferation of media choices as well as one-to-one media such as twitter and other micro blogging.
- Good information
- It helped in my homework THANKS:

A positive influence might mean your health will improve because playing sports is considered a good way of daily exercising, and is a good way to mingle with peers. With the mass media, there is a creation of an ideal image of handsome men and a gorgeous woman, which shows the factors of a successful person. This method of advertisement is an unconscious way of telling the viewers that if they don't become like them, they would not be cool or look so pretty. The media gives them a little warning which has a major impact-

8. Conclusion

Media is well and good enough as long as its valuable and influential information is concerned on the society. The usage of media would depend upon each individual to carry out to the maximum of what is good and moral to be performed out in the society. Being an Indian, I would affirm that the art of media directs to the state of bloomy India. We have all been enslaved mentally and its these

blocks such as the media, big business, modern and future technology (as i speak of it, it is no longer the future, but the Present) has put our own personal beliefs and ideals on the back burner to what the people controlling the media deem is best for us. like ducks, we all follow suit. furthermore I probably won't come back on this site because my assumptions lead me to believe that I will become the victim of verbal abuse and attacks because some gentleman will have disagreed with my views and say some ridiculous nonsense that has absolutely no bearing on what I am saying. It is unfortunate to go through this life and have perfect strangers hate each other with so much ignorance and apathy, it makes me want to not be a part of this life sometimes. To the creator of this hub. good stuff man keep the word alive. The impact of media advertising on children and adolescents is well documented, as is concern about some aspects of the media's powerful influence on children's attitudes and behaviours (see, for example, Macklin and Carlson 1999; Inquiry into the Effects of Television and Multimedia on Children and Families in Victoria 2000). Television may be 'a more powerful socialization agent.

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