



## Study on Role of impact of Mass Media on society

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**Abstract:** This paper displays the problem of mass media. Mass media is absolutely important for our life. However, as much mass media plays an important role in our society, it causes some serious problems. Mass media has tremendous capability to build men, communities, nations, as much as the tremendous power to destroy the same all in due time. Mass media makes citizen recognize misjudgments by distorting the truth. Most serious problem mass media can affect extreme power to our society. Mass media has been developed more and more as society has grown, becoming one of social institution in our society. Exaggerated contents of mass media affect bad sides to people especially teenagers and youths. Some people tend to believe mass media absolutely becomes a problem. Television, internet, and advertising, nowadays, the most important medium of mass media brings some problems in the society like, for promoting violence, homophobia, advertising manipulation etc., so these are issues in modern society which people have to solve. In this research paper discussing what is the impact of mass media on different spheres of human society.

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### Introduction:

Mass media is a small word with very broad justification. It has its feet ranging from newspapers to television to social media. Almost the entire population of any country is dependent upon mass media and is thus affected by it. The affect is not always positive but does have an effect on the minds of people, especially the youth in many wrong ways too. Objectifying of humans here basically indicates to the defining of a perfect human based on physical characteristics. The excessive focus given on the appearance does force our mind to perceive it as a fact that there is a perfect human, which is wrong. A person should not be defined with his/her appearance. Instances as promotion of products by attractive models, beauty pageants, promotion of gyms and cosmetic surgeries have led to this.

Media had always played an important role in our society. In ancient times when there was no newspaper, people used literature as source of information. But today, media is one of the major component of our lives and our society. Average man is spending 2 to 3 hours a day on watching television, listening radio, reading newspapers and also spending time on internet. There are different types of information sources; all

of them are specific and dedicated for different types of information.

Today people are just a click away from any and every information that is available on the internet. There are various forms of media that help to inform, educate and entertain our society. Media can be in print form that is through newspapers, books, magazines etc. Media includes an electronic form for spreading information which is one of the most used media of mass communication. With the help of radio and TV, listeners and viewers not only get updated but it also creates an understanding of current happenings. Radio being an audio medium helps in disseminating information to every nook and corner of our country. Radio has also played a vital role in creating a platform for imagination. The reach of this audio medium is not only limited to urban areas but it has covered a wide range even to the remote areas of our country. The people living in rural parts of the country are getting more benefits from the audio medium of mass communication. The programs on radio cater the interest of rural section which constitutes small-scale industries, farming, forestry, fisheries etc which has helped the rural people in their day to day life matters. On the other hand, TV is the second most used medium in terms of reach. Visuals and audio when combined together help in better understanding and provides upto-date

information. News from all parts of the country is investigated and presented through this medium of mass communication. Initially, Television in our country was introduced for education purpose. But later as time passes the objective of educating people turned into imparting information and entertaining

masses. Today Television has become an important part of our daily life. It covers a vast section of programs like daily soaps, news, movies, reality shows, sports, weather forecast, religious programs, music etc.

***“The media is the most powerful entity on earth. They have the power to make the innocent guilty and to make the guilty innocent, and that’s power. Because they control the mind of the masses”***

**-MALCOLM X**

Newspaper, Internet, television, radio and magazine and all other types of media provides information to educate people or to entertain.

### **MASS MEDIA**

The twentieth century has been a remarkable revolution in communication and information technologies. The technologies of information and communication have made impressive advance. Mass media is bound to bring about cultural transformation in many developing and socialist nations. The information revolution did not begin in our century. It began when the hunter painted picture of animals on the walls of his cave .it took a step forward when speech was invented and a further one when early societies carved symbol first on stone, then on pottery, papyrus, palm leaf, brick bark, cloth and paper. To record individual impressions and feeling. Then came printing by wooden blocks and later by moveable types and identical copies could be prepared of communication and books. Television is the latest arrival of a family of mass communication by 2000 it is estimate that the more than 85% country’s population will be covered by television thus the television has revolutionized the system of mass communication. The television has caused a communication revolution. Many scientists consider this mass communication as the third revolution. The first two being: -the French revolution of industrial revolution. The television therefore a definite advance on other media of communication such as radio, newspaper and films.

### **MASS MEDIA AND SOCIETY:**

Media play a significant role in our society today. it is all around us, from the shows we watch on television to the music we listen on the radio, to the books and magazines we read each day. The mass media include newspaper, magazines, radio and films CD’s, internet etc. the media communicate information to a large, sometimes global audience. Near constant exposure to media is a fundamental part of contemporary life but it is a television that draws our attention to the most as one of the primary socializing agent of today’s society. For the most part the television is found to be very entertaining. People watch television shows for their enjoyment and find-entertaining television is often look at as a babysitter for children. The viewing of television can entertain the young and old alike for great amounts of time.

Along with entertaining the media is used to inform the society. Mass media is powerful socializing agent. Media literally mediates our relationship with social institutions .we base most of our knowledge on government news account, not experience. We are dependent on the media for “what we know and how we relate to the world of politics because of the media politics connections. Media is part of our routing relations with family and friends. They define our interaction with other people on a daily basis as a diversion, sources of conflict or unifying forces.

Media have an impact on society not only through the content of the message but also through the process. Media often act as a bridge between our

personal lives and the public world .we see our place and us in society through mass media.

### **Theory of Media and Modern society:**

John B. Thompson offers this theory to understand the influence of media on modern society and the complex interaction of people in the modern society. His main focus is in the critical exposition of the term mass communication where he questions about the applicability of the term to current media. In his critical analysis of the term, he claims that the media today are not produced for the masses; rather they are produced for markets. The term 'mass' is especially misleading. It creates the image of a vast audience comprising of many individuals. He also criticizes use of the word 'mass' because it categorizes audiences into undifferentiated individuals. Thompson then discusses how the term mass communication is often one-way. He contrasts this with face to face communication and the two-way process that takes place when people talk to each other. Thompson is of the belief that in the age of digital technology there are more suitable terms that can be used including "'mediated communication' or more simply, 'the media' which are less misleading. Thompson, in *The Media and Modernity* offers five key characteristics to explain the term. Mass communication. Thompson's first characteristic is the technical and institutional means of production and diffusion, meaning that the "development of mass communication is inseparable from the development of the media industries". Secondly Thompson highlights what he labels co-modification of symbolic forms. He identifies two forms of information- information having economic value and information having symbolic value. Thompson's third characteristic is that mass communication institutes a structured break between the production of symbolic forms and their reception, meaning that the content is not produced at the same place and time as when the audience receives it. Thompson further explains that due to this structured break media producers are deprived of the viewers' reactions which affects the feedback they are given. The fourth characteristic highlighted by Thompson is that mass communication extends the availability of symbolic forms in space and time. This examines the different contexts in which the message is produced and received. Thompson's fifth characteristic of mass communication involves the public.

### **Theory of Cultural Norms:**

This theory assumes that the message/information conveyed by the mass media in certain ways can lead to different interpretations by the public in accordance with the culture. This implies that the media influence individual attitudes. There are several ways by the mass media in influencing cultural norms. First, the information conveyed to strengthen the cultural patterns prevailing and convinces people that culture is still valid and must be obeyed. Second, the mass media to create a new culture that can complement or improve the old culture that is not contradictory. Third, the mass media can change the cultural norms that already exist and are valid for a long time and the changing attitudes of society itself.

### **Mass Media, Violence and Youth:**

Watching violence is a popular form of entertainment. A crowd of onlookers enjoys a street fight just. Wrestling is a popular spectator sport and similarly boxing. Local news channels also shows extensive coverage of violent crimes. Technological advances have dramatically increased the availability of violent entertainment, whether be it movies, news or video games. It not only affects youth but also children. The recent increase in the use of mobile phones, text messaging, e-mail, and chat rooms by youth have opened new venues for social interaction in which aggression can occur and youth can be victimized-new venues that break the old boundaries of family, neighborhood, and community that might have protected them to some extent in the past. These electronic communications media have not really introduced new psychological threats to our children, but they have made it much harder to protect youth from the threats and have exposed many more of them to threats. Generally, experiments have demonstrated that exposing people, especially children and youth, to violent behavior on film and TV increases the likelihood that they will behave aggressively immediately afterwards. In the typical paradigm, randomly selected individuals are shown either a violent or non-violent short film or TV program or play a violent or non-violent video game and are then observed as they have the opportunity to aggress. For children, this generally means playing with other children in situations that might stimulate conflict, for adults, it generally means participating in a competitive activity in which winning seems to involve inflicting pain on another person.

**Television News Violence:**

Now-a-days, it's nearly impossible to turn on the TV, open up a web browser, or scroll through facebook or twitter without being assaulted with notifications of a new-made disaster. According to some psychologists, exposure to negative and violent media may have serious and long lasting psychological effects. In a 2009 policy statement on media violence, the American Academy of Pediatrics said, "Extensive research indicates that media violence can contribute to aggressive behavior, desensitization to violence, nightmares, and fear of being harmed"(American Academy of Pediatrics, 2009,pp.1495-1503). One of the examples for news violence can be terrorist organization ISIS recruiting individuals mainly young, on the name of jihad.

**Music Videos and Music Lyrics:**

Music videos are also of concern because these videos are sometimes replete with violence, and music videos are widely watched by adolescent. In related work with young African American men J.D. Johnson, Jackson and Ghatto(1995) found that exposure to violent rap music videos increased endorsement of violent behavior in response to a hypothetical conflict situation. Peterson and Pfost (1989) found exposing males to non-erotic violent music videos led to a significant increase in adversarial sexual beliefs and negative effect. Studies of music lyrics without video show less consistency, perhaps because of the methodological problems mentioned earlier. However, the better controlled experiments suggest that understandable violent lyrics can increase aggressive thinking and affect.

**Video Game:**

Violent video games have recently surpassed violent music videos and even violent TV as a matter of concern to parents. There are several reasons for this; first, children are spending an increasingly large amount of time playing video games. Second, a large portion of these games contain violence. Third, because the children playing these games are active participants rather than observers, they may be at increased risk of becoming aggressive themselves. The effect of violent video games can be seen in children imitating moves after playing games, "WWE Smack", "Mortal Kombat", "Call of Duty", etc. Sometimes, children get so attached to these games that they start imitating the moves of these games with their friends or sibling.

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