



Influence of Media on Children of 21st Century

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Abstract:

Development is continues process in society. In society all the people of most of the class are influenced by media. Media and life are alternatives for each others. All have filled the changes which have been placed in media since last decade. Media is developed powerfully with full of glamour. Children are also not untouched of media. It is reached up to all the children. Today the most of viewers of Television are children, who learn something new by watching the TV, computer and mobile. They are getting inspiration from these media and make the dream for future.

I want to ask a question to all the readers that how many readers are there whose children do not have mobile, computer tablets are not with them. Children are smarter in operating the functions than parents. Media has two sides one is positive and other is negative. Media may influence negatively on children because vulgar and obscene programme has been reached up to the children which adversely affects the tender minds of children.

The major demand of today is how to save the children from this negative effect of media and how children may warn against this type of anti effects. In all over world most of the countries are worried about the negative effect of media on children and how to save them from such type of nuisance. It is true that there is no future of country without the future of children.

Keywords: 21st Century, Child, Influence, Media

1. History of media

It was a glorious time in India when the children were studying in Gurukul where they were getting the education with good characters. Today the method of education is totally changed incase of teacher and place earlier it was respected Guru and place was Gurukul whereas today it is converted in teacher and commercial school where there is no relation with characters of students.

From very beginning all the inventions are more beneficial to human being as compared to negative effects. For example earlier the printing was made on tree leaves with hands only, gradually it developed step by step and reached up to fast copier machines which proved very beneficial to society to access the information speedily.

In India actually the era of media was started from the introduction of TV at New Delhi during 15th September, 1959. From 15th August, 1965 the broad casting of National News were reached at all over India. After that sky was limit for the development of media, *i.e.* invention of color TV, Mobile, wats app, channels for 24X7 hours and so on which changed the society? Today only latest version of mobile is providing all needs of camera, I pad, computer *etc.*

2. Negative Effects

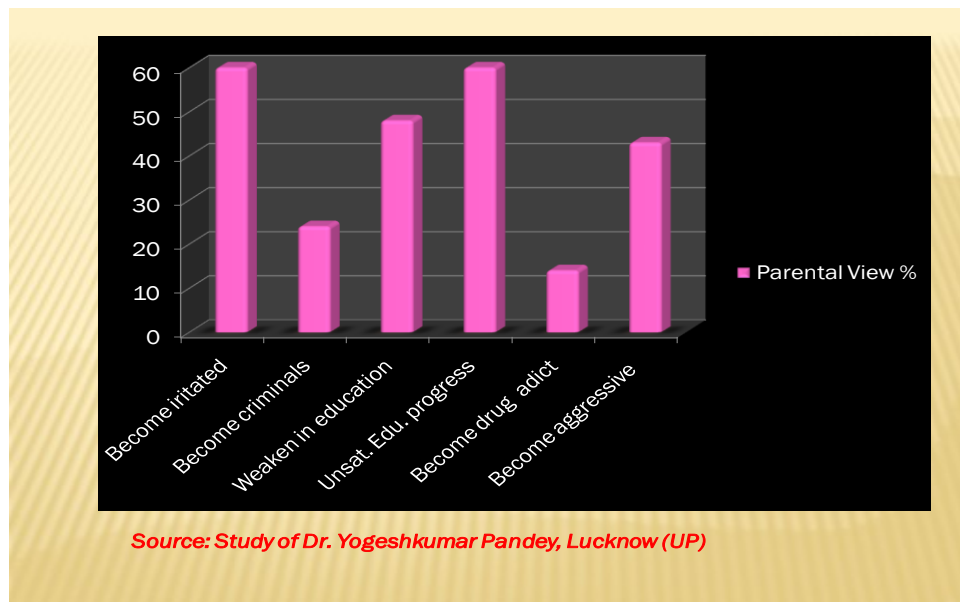
E media has definite effect on the development of children. Today TV, Computer and mobile has changed the habits of children. Earlier students were habituated to play on play ground during

holidays and after school time, but today they became addict of mobile, computers watts app, face book and other media instruments which adversely affected the development of children, because of this habits they become lonely and isolated from the other members and children. They become selfish and do not share their views with others which results in depression.

A research study on ***“Role of media in child development”*** was carried out by Yogesh Pandey at Lucknow and he obtained some conclusion which is mentioned below.

3. Negative effect of media on children:

- 60% children become irritate by nature
- 24% children become criminals
- 48% children become weaken in education
- 60% children are unsatisfactory educational progress.
- 14% children become drug addicts
- 43% children become aggressive.



Besides above there are so many negative effects

- As per the peditrics and psychologist children spare 2 to 2.5 hours time after watching TV every day
- More time after watching TV adversely affect on eye sights, headache and spondolysis like problems have to face the children. As per the survey in Australia life become short because of more time TV watching.
- Mind of children is also adaptive and because of this they are taking more junk food which they are watching in TV adds, which leads them to obesity and in future they may suffer from diabetes, blood pressure and heart attack.
- Because of TV children are missing to play in playground which gives them exercise for physical fitness.
- TV serials on various channels *i.e* crime serial. Vulgar serial and the latest fashions adds in which they are providing insufficient information leads spoiling the mind of children and because of that they becomes sexually mature in early age, and may be drug and tobacco addict.
- In western countries school students shoots their teachers and friends which is totally against the Indian culture.

- An incidence happened at Varachha (Sur at) on 11.03.2014 which is a warning for parents. A 13 years school boy watching crime petrol serial regularly on TV and he inspired by this serial and planned for robbery in his own house. He stolen the money and ornaments and hidden under the coat and mislead his parents and police. At the end he was caught red hand and he confess the stealing.

4. Positive Influence

It is not always true that media has only negative influence on children, it has positive influence also. There is more positive influence of media on children as compared to negative influence. As per the research study of Dr. Yogeshkumar Pandey from Lucknow following are some positive influence.

26% increase practical knowledge of children

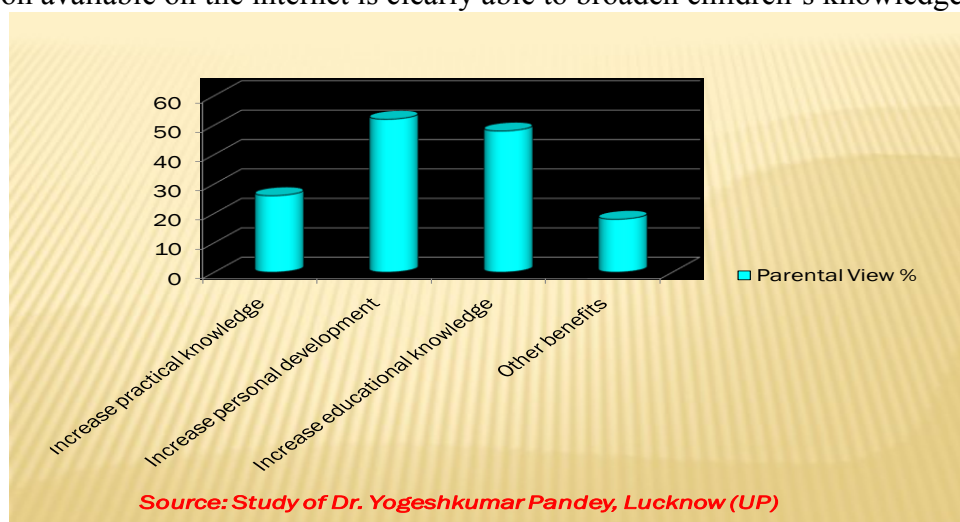
52% increase personal development

48% increase educational development

18% other benefits to children

There are some more benefits from media to children.

- Students of college and higher education get the benefit of satellite coaching which save the time and money of students.
- Students may access the required information by internet and even they may pay their examination fees through net banking.
- Students can know the results examination details, time table *etc.* through internet
- Students may get online admission.
- Students may book their railway and air tickets online.
- From site www.edusufar.com the students of Gujarati medium can get the information.
- Students of mathematics can get the solutions of their problems from site www.coolmath.com.
- The American website www.schoolexpress provides information regarding Geography, History, Science and Social Science.
- On line educational games (eddy. is the android based game in tablets) are useful for students to learn, languages, Mathematics, to play piano *etc.*
- In early childhood, TV can provide children with a broader range of the life situations and possibilities to explore through their play.
- Children can use media to increase their understanding of the world around them as well as teach positive social behavior.
- Video games involving information, academic content and problem solving have been shown to accelerate children's learning
- Information available on the internet is clearly able to broaden children's knowledge.



5. General consideration

Earlier grand parents were telling the stories to their grand kids which increase the whim and the general knowledge and build good characters. In India earlier there was complex family and now a days family is separated where there are only three or four members. Parents do not have time for their children. They are busy with their services, business or kitty party. Hence they wants to be free from the children and for that they are providing them computers, mobiles, video games *etc.* and because of that children becomes lonely and become a victim of bad habits. To avoid this situation there are some suggestion given below

1. Teach your kids to be media savvy
2. Find out more about media literacy what
3. Make watch, your kids are watching, decide what programmes are appropriate for their age and personality.
4. Keep filter for sexual and other violence programmes on internet
5. Fix TV watching time for your kids.
6. Combined attempts to be made from parents at home and teachers and librarian at school to create interest for more reading of books to students which will help keep away from TV and other visual media.
7. Encourage your children for more ground play than watching TV, video games etc.
8. Watch TV with all family members.
9. Our dynamic Chief Minister Mr. Narendrabhai Modi has given a slogan “**Vanche Gujarat**” which is very encouragious to students for more and more reading which leads them to keep away from visual media
10. If parents take care and have a reading atmosphere in their home automatically kids will be attract for good reading habits.

6. Conclusion

Media can be powerful entertainment and education tool for children give the right programming. Media can also have a very negative influence. Excessive media use can lead to attention problems, school difficulties, sleep and eating disorders and obesity. In addition, the internet and cell phones can provide platforms for illicit and risky behavior. By limiting screen time and offering educational media and non electronic formats such as books, news papers and board games and watching TV with their children, parents can help guide their children’s media experience.

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