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## Effects of media on childrens

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#### Abstract

Media plays a very important role in the building of a society. Media has changed the societies of world so much that we can't ignore its importance. First of all we should know what the media is. Media is a source of information or communication. Media includes sources like print media and electronic media. Newspapers, magazines and any other form, which is written or printed, is included in print media and in electronic, media radio, television and Internet etc. are included. When there are so many channels and newspapers we cannot ignore its importance in the society. Media has lot of responsibility on its shoulders as today's society is very much influenced by the role of media. We believe in what media projects to us. We change our minds according to the information provided through it.

**Keywords:** Media, Children, Society, Internet, Television.

#### 1. Introduction

Media plays a vital role in every one's life. In today's modern society media has become a part and parcel of our life. Its duty is to inform, educate and entertain. It is considered as the 4th pillar of our society. They put their lives in danger like in times of terrorist attacks or natural calamity just to inform us about it. Media is a bridge between the governing bodies and general public. It is a powerful and flexible tool that influences the public to a great extent. Media is voice of the voiceless and a great force in building the nation.

The newspapers can play a very vital role in the reconstruction and regeneration of a nation by highlighting and pin-pointing the social, economic and moral evils in the society. Can be helpful in eradicating these evils from the society. They can also start propaganda against the economic evils like short-weights and measures, smuggling. Black-marketing income tax evasion hoarding corruption and bribery. THUS the newspapers can help greatly in the nation- building activities. Newspapers provide some material for every type of interest. They give us stories, the crossword puzzles, the post page, the expert's comments on certain affairs of national and international importance.

Some pages are meant for women and children as well. Newspapers also provide us information about various matters and things through advertisements. They can help the advertisers to boost up their sale and the consumers to consume the new goods. In other words, newspapers provide a wholesome intellectual food, trade contacts and also job opportunities. It is through the newspapers, many a time that marriages are arranged, and lost things are found. People pay homage to their dead relatives through the obituary notes in the newspapers.

#### 2. How many ways media had influenced the children?

- The time children spend using media displaces time they could be doing physical activities.
- The food advertisements children see on TV influence them to make unhealthy food choices.
- Cross-promotions between food products and popular TV and movie characters are encouraging children to eat more high calorie food.
- Children snack excessively while using media and they eat less healthy meals when eating in front of the TV.
- Watching TV and videos lowers children's metabolic rates below what they would have been if they were sleeping.

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- Depictions of nutrition and body weight in entertainment media encourage children to develop less healthy diets.

### **3. Positive and negative effects of media on children positive effects**

- The common man gets the latest news within a fraction of seconds. The distance is not at all a barrier now. The news they get through media help them in their daily life a lot.
- The media helps common people to exchange information and it acts as a common platform. The public get knowledge and awake to raise questions, on seeing the news in newspaper and T.V
- The media helps to bring out the hidden talents of the people. The children learn many good things through media.
- By reading newspaper, the children learn many things, their reading habit increases and their vocabulary enhances by learning new words. Their knowledge increases by watching geographical channel, quiz programs and speeches by famous personalities of different fields.
- The cartoon channels make the children happy. The games increase their logical thinking power and grasping of things. The attitude, approach and behavior of the common people will also change, when exposed to media.
- The media conducts polls and let public to 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.
- Our life will remain incomplete without the media. The radio, television, newspaper and internet are some forms through which we get information. Just like other fields, a vast development is seen in media fields also.
- The common people believe the news given by the media. So, the media should be very careful before giving any news to the public. They have to cover important happenings, in all the fields, around the world.
- There is no use in creating emotional feelings among public by exaggerating the happenings and giving sensational news.
- The media persons should be cautious in giving unbiased news to the common persons.
- The media covers news of public interest such as political happenings, sports, city news, national news, international news, business, education, entertainment, literature and medical news.
- The news should satisfy all men, women and children of various age-group and status. To increase circulation of newspapers, the media people should not publish bogus news.

### **4. Negative effects of media negative effects of media**

- Some bogus news given in the newspaper may raise blood pressure and create negative feelings in the mind.
- Over exposure to media may cause health problems also. The advertisements shown in TV and newspaper have got both positive and negative impact. The children learn violence by seeing movies and TV programs. They imitate super heroes they see in the screen which may cause danger to their life. The overexposure to media

makes them behave more aggressively, which spoils their future also.

- The children get immense pleasure in playing video games and they spend hours together before computer, surfing through internet. They see both the good and the bad things through media. The parents should make the children to play outdoor games and do physical exercise, diverting their attention from the media.
- The fashion shows, dance and music programs attract youngsters very much. They like to spend money for makeup, clothing and jewels on the influence of models and actors.
- The youngsters wish to take part in these programs, which are unsuitable for many persons.
- The middle aged persons are stuck up with TV serials and show much interest in raising social status, by wasting money. 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.

### **5. Solutions to reduce the negative effects of media**

- As a result, outside influences have greater access and influence over our children than ever before. The internet and the media are bringing the outside world into your home; your child's peers; the influences on children from movies and the music they listen to are growing in importance and influence every day, the negative effects of television violence to children, negative effects marijuana, cigarettes, alcohol and some of the heavier drugs are all having negative influences on child brain development.
- If you are like most parents, you cannot afford to decrease the amount of time at work to monitor their exposure. Therefore, the quality of time you spend with your child is critical to maximize your influence over the negative effects of the outside world.”
- It's a fact that violence is everywhere these days. It's on the streets, in homes, in video games, and in the movies. It is up to adults to set an example for children and to protect them from any form of violence. When children are young, parents can take steps to reduce or minimize the amount of violence their children are exposed to.
- Parents can build a strong, loving, relationship with their child. Because of this type of relationship, children will feel safe and secure. It'll also help them develop a sense of trust. Children often learn by example. Adults can show children appropriate behaviors by the way they act. Be firm with children about using violent behavior. Praise children when they display good behavior. Children tend to repeat good behaviors when they are rewarded with attention and praise.
- There is a new technology that can help parents censor shows on television. "The v- chip, technology that allows parents to block objectionable programs, is now available in at least half of all new television sets.

### **6. Conclusion**

In short, newspapers contain all what is needed and desired by every person relating to any field of life. Newspapers play manifold character in almost all fields of life and are becoming more and important day by day. Education plays a vital role in the all-round development of the society.

Educated masses help in the development of a civilized society wherein they carry on their activities smoothly and hassle-free. People in an educated society communicate with each other, understand each other's problems and provide solutions. An educated society, city, state, and country lay the foundation of a great world.

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