



---

## IMPACT OF MEDIA ON ADOLESCENCE

Aruna<sup>1</sup>

### Abstract

Stanley Hall regarded adolescence as “period of great stress and strain, storm and strife”. Adolescence refers to the period of development and adjustment during the transitional period between childhood and adulthood. Using Media websites is most common activity of today’s children and Adolescents. Teenagers regularly use the internet, cell phones and video games to gather information and communication with each other. Teen’s use of social media occurs simultaneously with their developing identity, emerging sexuality, physical development and moral consciousness. Media is an integral part of modern society. Use of Media is an integral part of daily life of adolescents. Any website that allows social interaction is considered a social media including social networking sites such as Facebook, Myspace and Twitter. Such site gives youth a portal for entertainment and communication.

**Key words: Media, Adolescence & Web sites.**

### Introduction

The term media is derived from Medium, which means carrier or mode. Media denotes an item specifically designed to reach a large audience or viewers. The term was first used with the advent of newspapers and magazines. However, with the passage of time, the term broadened by the inventions of radio, TV, cinemas and Internet. In the world of today, media has become almost as necessary as food and clothing. It is true that media is playing an outstanding role in strengthening the society.

---

<sup>1</sup> Aruna, SRF Scholar Dept. of Education Kurukshetra University, Kurukshetra

The Term adolescence means growing maturity. Few developments in society over the last 40 years have had a greater impact on adolescents. There are various forms of social media is a routine activity. Research showed benefits of media on children and adolescent.

### **Functions of Media on Adolescent**

#### **(A) Entertainment**

Adolescents often use media for entertainment and an enjoyable diversion from everyday concerns.

#### **(B) Information**

Adolescents use media to obtain information about topics and problems related to education. Parents may be reluctant to discuss in the home such as sexuality.

#### **(C) Sensation**

Adolescents tend to be higher in sensation seeking.

#### **(D) Coping**

Adolescents use media to relieve anxiety and unhappiness.

#### **(G) Gender Role Modeling**

Media present models of female and male gender roles.

#### **(H) Youth Culture Identification**

Media use give many adolescents a sense of connected to a larger peer network and culture youth progress through adolescence.

### **Benefits of Media on Adolescence**

The influence of the media on the psychosocial development of children is profound. The objectives of this statement are to explore the beneficial and harmful effects of media on children's mental and physical health, and to identify how physicians can counsel patients and their families and promote the healthy use of the media in their communities.

- Most teens use online networks to extend the friendships they already have from other areas of their life, such as school, religious organizations, sports and other local activities (Ito, 2008). Social networking sites provide a way for teens to experience connectedness and opportunities to learn from each other (Ito, 2008).
- Social media can provide a supportive environment to explore romance, friendship, and social status, while also providing teens an opportunity to share and discuss their taste in music, knowledge of television and movies, online videos/games, and other aspects of teen culture (Ito, 2008).
- Social networking sites can allow teens to find support online that they may lack in traditional relationships, especially for teens who are often marginalized, such as lesbian,

gay, bi and transgendered (LGBT) teens, those who are living with an illness or disability, or those who may feel physically unattractive or socially reticent.

- Teens look to social networks as a key source of information and advice in a critical developmental period with 57% of teen social networkers saying they look to their online social network for advice (Nielsen, 2009).

There is no doubt that today's youth are fully influenced by technology:

### **Print Media**

- 1) Newspaper
- 2) Magazine
- 3) Audio Media- Radio

### **Audio- Video Media**

- 1) Television
- 2) Internet

### **In India**

- 78.8 million Number of newspaper are sold daily.
- 41,66,438 number of magazines are sold weekly and monthly basis.
- 665 television channels are there.
- 65 Million Active internet users are there.

Now a days Television viewing decreases and music listening and computer use increase. Media use is more likely to take place in adolescent's daily life. They like more media alone Television- Television is a "Window to the World". On the one side it is considered as boon for people but on the other hand it can be considered as worse. It's up to the people to control over the media. Television can deceive. It can teach adolescents that problems are easily resolved. It presents adolescents with a world that is different from the one which they live.

### **The Media and Music**

Music tends to meet a number of personal and social needs for adolescents. The most important personal needs are mood control and silence filling. Popular music's social functions range from providing a party atmosphere to expressing rebellion against authority.

Technology, computers and the Internet:

Culture involves change and this change is greater than in the technological revolution. Today adolescents are using computers to communicate the way their parents used pen, past age stamps and telephones.

**Internet:** The internet system is worldwide and connects millions of computers networks. Youths throughout the world are increasingly using the internet.

**E-mail:** It is electronic mail. This is another valuable way through internet can use. The information children and adolescents have to access to on the internet has been unregulated. Adolescents can access adult sexual materials, instructions for

### **Conclusion**

Media forms how youth socialize and learn, and raise a new set of issues for educators, parents, researchers and policymakers to consider. Adults can help teens think about online presence in moral and ethical ways—specifically to help teens in understanding the consequences for themselves and others of participation in the socially networked world. A multipronged approach that utilizes multiple social media platforms, as well as in-person contact, has the potential to reach teens with accurate health information, resources, and support.

### **References**

- O'Keeffe, G. S., & Clarke-Pearson, K. (2011). The Impact of Social Media on Children, Adolescents, and Families. *American Academy of Pediatrics*, 127(4).
- Robert, D.E., Henricksen, L., & Foehr, U.G.(2014). Adolescents and the Media. In R. Lerner and L. Steinberg (Eds). *Hanbook of Adolescent Psychology*. New York: Wiley.
- Arnett, J.J. (1999). Heavy metal music and Reckless behaviour among adolescents. *Journal of Youth and Adolescents*, 20, 572-592.
- Osakinle, E.O., Adegroye, B.S. & Olajubutu, F.T. (2009). The Roles of Media and Technology in Adolescents' Development in Ekiti State, Nigeria. *Middle- East Journal of Scientific Research*,4(4), 307-309.
- Anderson, D.R., Hutson, A.C., Schmitt, K. Linebarger, D.L., & Wright, J.C.(2001). Early childhood viewing and adolescent behaviour. *Monographs of the society for Research in Child Development*, 66(1).