

# Impact of Social Aspects of Media in India

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**Abstract:** Media communication is essential for day to day activities. It plays important role in education, career development, personal relationship, entertainment, health care and marketing of new product, services etc. A developed society requires a communication technology to communicate information from one place to another place timely. After introducing internet a drastic change has appeared in this sector. Present study is focused on social dimension of media.

**Keywords:** Media, Communication, Multimedia, Social Impact.

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## 1. INTRODUCTION

Since the beginning of 21<sup>st</sup> century, the media industry has grown exponentially with the advancement of technology. In India, media influence has grown exponentially with the advancement of communication technology. Media technology includes internet, multimedia, portals and animation. Communication is available on smart phone, computer and television. Internet works internationally and connects millions of business houses, industries, universities, colleges, schools, govt. offices, ministries, social services, research organizations with millions of individual users. As a media technology, internet has revolutionized the concept of mass media.

Multimedia includes a combination of text, audio, images, video and animation. Use of multimedia makes presentations effective. Mobile phone has dramatically changed the form of communication and interaction. Mobile phone offer the possibility of transgressing parental and other authority of demonstrating maturity, a mean of negotiating spatial and parental boundaries and avoiding parental surveillance which is assumed to be less likely for young adults who have left home. The media have a great impact on people's lives. Many people depend on media to help to run their lives smoothly.

Media has negative impacts also. The exposure of sex images and excessive portraits of violence in movies has instilled negative thoughts in the mind of teen agers. Kids which are in growing age their beliefs, values and personality may affect. Another major affect of media is related to the health of society. Thousands of adult depend on junk food, fast food, soft drink lead to the grown of obesity and addiction of these foods among teen agers. This is threatening our next generation for being unhealthy and being exposed to many diseases as diabetes, high blood pressure, heart problem and anorexia. Many teen agers especially girls greatly influenced by favorite celebrity, they were keep dieting and slimming concerns which lead to severe health issues.

## 2. METHODOLOGY

Descriptive research method was applied to find status of impact of media on society. 300 Persons having age 16-30 year were selected randomly for study and categorized age wise as 16-20, 21-25 and 26-30 year old. No. of persons of each age group was 100 consists of 50 male and 50 female. A self prepared questionnaire was used to find status of media on society. Collected data was tabulated, converted into percentage and comparatively analyzed.

3. FINDING & ANALYSIS

Table-1: Status of Media User

Age Group	Print Media Reader %		Electronic Media Viewer %	
	Male	Female	Male	Female
16-20 years	9	6	26	19
21-25 years	14	10	29	21
26-30 years	18	13	34	26

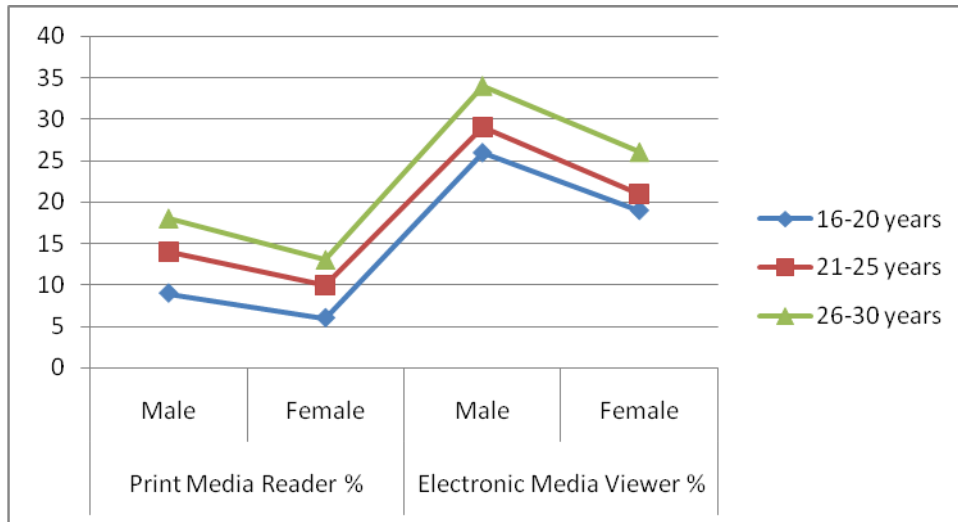


Chart-1: Status of Media User

Table-2A: Social Impact of Media (Part A)

Age Group	Worldwide Changes		Social Developmental Framework		Innovation in Science & Technique		Crime Reporting	
	Male	Female	Male	Female	Male	Female	Male	Female
16-20 years	46	44	37	38	38	36	16	9
21-25 years	43	42	39	39	36	35	25	12
26-30 years	41	38	40	42	35	32	24	17

Table-2B: Social Impact of Media (Part B)

Age Group	Weather Forecast		Status of Law & Order		Film/ Actor/ Actress		Sports News	
	Male	Female	Male	Female	Male	Female	Male	Female
16-20 years	47	36	31	22	57	69	36	29
21-25 years	49	39	32	24	55	68	36	27
26-30 years	54	43	35	25	53	64	32	25

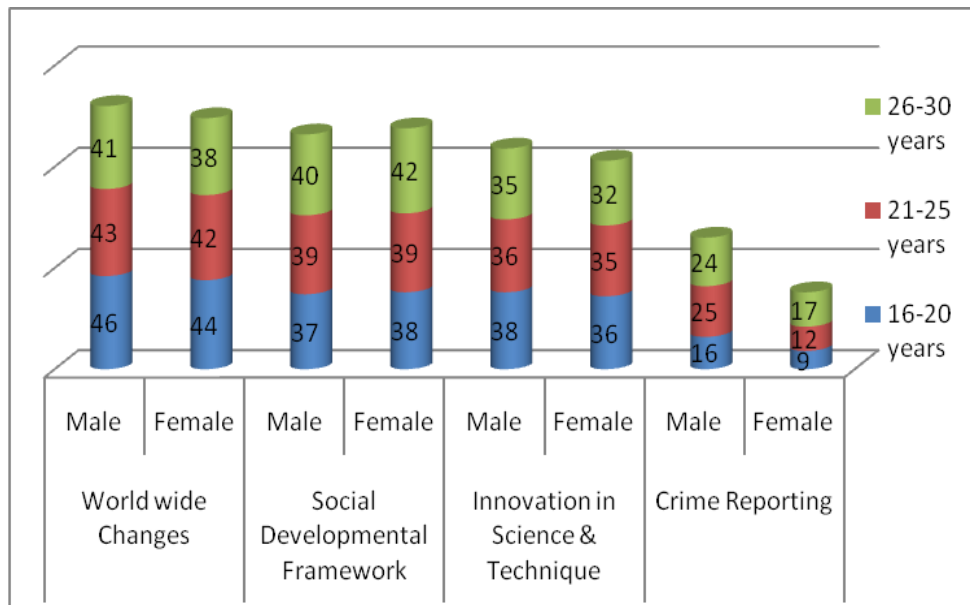


Chart-2A: Social Impact of Media (Part A)

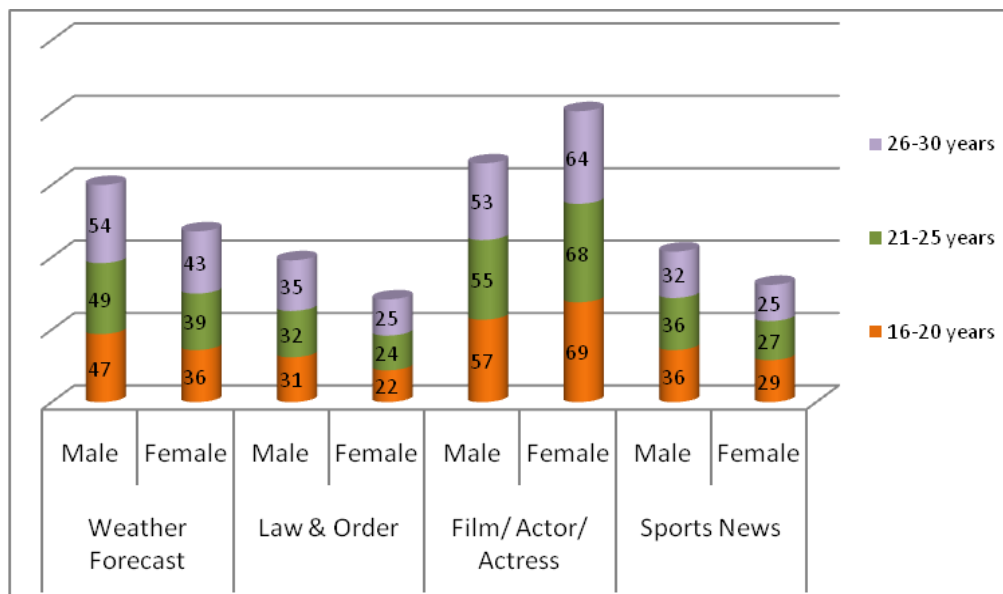


Chart-2B: Social Impact of Media (Part B)

Media user related data shows that print media reader % is very low rather than electronic media. Media user's % increases with age. Among age group 16-20 years, 9% male and 6% female, while for age group 21-25 years, 14% male and 10% female use print media. For age group 26-30 year persons, 18% male and 13% female are found as print media users. Electronic media user %, among age group 16-20 year is 26% male and 19% female. For age group 21-25 years, viewer male % is 29% male and 21% female. 34% male and 26% female are found in age group 26-30 year old viewers.

Crime reporting viewers are less i.e., 16% male and 9% female while film actor/ actress viewer % is higher i.e., 57% male and 69% female. In comparison of male and female, in the field of worldwide change, innovation in science and technology, crime reporting, weather and forecasting, status of law and order, sports news male viewer % is higher than female. For viewing social developmental framework, films /actor/ actress female viewer % is greater. Age wise comparison shows that with age, viewer % increases for social developmental framework, crime reporting, weather forecast, law & order. Viewer % decreases with increasing age for worldwide change, innovation in science and technology, films and sports news.

**International Journal of Novel Research in Humanity and Social Sciences**

Vol. 4, Issue 3, pp: (40-43), Month: May – June 2017, Available at: [www.noveltyjournals.com](http://www.noveltyjournals.com)

**4. CONCLUSION**

Media has added new dimensions to the users by placing itself within easy reach, a mind boggling range of information. It gives many options to share information and views. Online reporting have made easy to communicate news at the same time of incidence. Now we have become addict of media. Area, disciplines of media has extended to wide range. India is one of those countries, where media convergence is likely to be accelerated. Media has added new dimensions to social life.

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