



Mass media's effect on indigenous kids in rural areas

Dr. Balbhadra Prasad Dewangan

Principal and Head, Department of Economics, Ashoka College, Sarangarh, Chhattisgarh, India

Abstract

Mass media's reach and growth are expanding globally these days. Its use is growing quickly, particularly among young people in rural regions. Nowadays, young people's everyday lives are so enmeshed in the media that it is hard to envision the present and future without it. The younger generation uses electronic media these days. Nowadays, everyone is connected to electronic media, regardless of where they are in the globe. However, there are two sides to electronic media: the positive and the negative. The primary means of mass communication in the modern day is electronic media. The most popular media for this has been smartphones. The smartphone makes it possible to access everything. An effort is made to comprehend how electronic media is impacting the younger generation in the paper that is being given.

Keywords: Communication, society, electronic media, young people, information, interaction, civilization, cyberbullying, youth, academic performance

Introduction

Human society is built on communication. Communication is the exchange of information by voice, body language, and signs. Human social interactions are established and grow over time through communication. Communication is the foundation of human society's whole operation. "Humans and communication are fellow travelers on this planet." This reciprocity between the two is what has shaped civilization. The cornerstone or ground for the formation of society is communication, both verbal and auditory. Man and human civilization have been aware of the communication process throughout history. At the same time as civilization was developing, communication was also developing. Communication and society have both undergone continuous evolution. They've both changed. In the Western tradition, communication is a system associated with information processing, whereas in the Indian tradition, communication is based on labor. One among many is what it aspires to. The fundamental premise of 'communication' is the need to know everything and to be secure. In reality, communication is the foundation of human civilization, and it has existed for as long as people.

According to the McBride Commission, "One of life's most important resources is communication." It encourages social interaction and fear expression. It naturally stimulates people. It provides details regarding its vibrant system, procedures, and processes. He is in charge and has power. is the creator of shared concepts and information; via message interchange, strengthens the sense of oneness. puts these concepts into practice. entrusted with the duties of human life with humility. It is the manifestation of human wants and emotions, or the annihilation of them. Knowledge and organizational power are expressed via communication. It is the outcome of the former man's recollections and his giving, steady ambition, which has been persistently pursuing a happy life. The duty of communication is ever more complicated and detailed as the globe develops.

The meaning of communication

Many definitions of communication have been proposed by academics. These are visible as follows: "Communication is the power by which a single communicator persuades other people to change their behaviour." Howland "Communication is the process by which knowledge, ideas, and attitudes are created or altered, and through which decisions and information are made and conveyed through a social system." Media Types:

- 1 Print media (newspapers, magazines, pamphlets, comics, books).
- 2 Electronic media and digital media (television, radio, computer internet, smart phone email).

Electronic media is everywhere in human existence, and it has a particularly big impact on young people's everyday lives, education, employment, social relationships, and worldview. The terms "net generation," "millennial generation," and "digital natives" are frequently used to describe the present generation. Since early infancy, these kids have been heavily immersed in media-rich surroundings, utilizing computers, playing online games, and continuously interacting with their pals via electronic gadgets. kids utilize media gadgets more and more as kids become older for pleasure, amusement, and educational purposes. It has been said that young people are fostering a "bedroom culture" that allows them to consume media without parental control or restriction.

Advantages and disadvantages of electronic media

Fast transmission is the main benefit of electronic media. Using electronic media for communication just takes a few seconds. Some information may be shared with a single click. Broad coverage: It just takes one second to communicate globally. Low Cost: Time and money are saved via electronic communication.

The last fifteen to twenty years have seen a remarkable growth in electronic media. Young people's interest in it has grown as well, and its effects are evident in contemporary culture. The media has always been crucial, whether it be in promoting contemporary music or fashion trends.

▪ **Advantages of electronic media**

Through electronic media, news may quickly reach young people. such as television, news networks, YouTube, and other social media sites.

Young people may readily obtain news about the globe every day thanks to the internet, which allows them to access information from anywhere.

Operating expenses for electronic media are quite low. Nowadays, any young person may start their own blog, channel, or news website. and is able to communicate with others.

The young people of today have access to technology. We can readily connect with one another thanks to technology, and young people nowadays have access to a wide range of tools. to communicate with one another via Instagram, WhatsApp, Facebook, and other platforms.

Every task is completed digitally using electronic means. There is no need for a printer, printing device, or paper.

Young people may access any information online at any time and from any location. Social networking may assist you in running ads or produce material. can quickly raise people's awareness. Young people would get knowledge about societal events. Youth are able to get news at all times, thanks only to electronic media.

Since everyone has influence over electronic media, everyone is aware of its positive and negative aspects. explains to the young people the distinction between good and wrong. The younger generation learns morality, values, and right from wrong via television entertainment.

People of all ages should watch educational television. Students learn more when they study online. It offers information on various towns, archaeology, and National Geographic.

▪ **Disadvantages of electronic media**

They occasionally disseminate false information to young people out of avarice, which tries to contaminate society. Due to financial advantages, there has been a sharp rise in the past several years in the instances of prioritizing exclusive news, which also damages their trustworthiness. Questions have begun to surface.

In India, a large corporate family owns the majority of newspapers and news outlets. Their business interests take precedence over the interests of the general population and the country. For any nation, this kind of journalism may be lethal. Controlling this type of journalism is crucial for the nation. The following are some additional drawbacks in addition to this.

Eyesight is impacted by excessive usage of electronic media. As a result, the eyes begin to perceive less in the distance. Televisions with excessive loudness contribute to noise pollution.

Due of the ease with which information can be found online, youth may be negatively impacted by electronic media. It could potentially provide inaccurate details or facts about the film. As a result, the young people begin to struggle academically, which causes their grades to start dropping. Time is wasted when electronic media is used excessively.

By deleting or incorrectly uploading images and videos, a conspiracy is built against the individual. The number of blackmailing occurrences is rising daily. Young people are using Facebook, Instagram, and other social media platforms more and more. The youth's emotional and physical well-being are also negatively impacted.

Cyberbullying has caused a number of significant issues for young people. Young people use drugs. Additionally, they get aggressive when they get excited. The young person's personal life is totally upended. The most significant issue with electronic media is cybercrime.

Conclusion

Nowadays, the younger generation uses smartphones and mobile devices more for electronic media since news is disseminated and read electronically, as well as for advertising. By bringing young people together, usually via electronic devices, electronic media promotes communication.

Assessing the effects of digital technology or electronic media on young people is crucial. Both their adult behavior and the behavior of future civilizations will be shaped by the influence of electronic media. It would be intriguing to learn if computer titans Bill Gates and Steve Jobs rigorously regulated their kids' access to technology. Avoiding excessive usage of electronic media and making balanced use of it might be the answer to the issue.

Youth's general awareness is raised via media such as the internet, radio, and television. By giving us information from throughout the globe, they improve our general knowledge. We may learn about daily events in the globe thanks to news broadcasts in a variety of media.

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