

## **ROLE OF MEDIA IN THE LIFE OF ADOLESCENTS**

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### **Abstract**

This study had been conducted in senior secondary school of Roorkee, situated in district Haridwar (Uttarakhand). The purpose of study was to study the importance and influence of media on adolescents. The sample of the study comprised 50 adolescents of class 11<sup>th</sup> and 12<sup>th</sup>. Survey method was used to collect the data for the purpose a self constructed questionnaire was used. Data have been interpreted in term of percentages. Findings of the study unraveled that media plays an important and useful role in the life of adolescent.

**Keywords:Media;Adolescents;Influence;**

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## 1. Introduction

The term media is derived from medium, which mean 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 newspaper and magazines. However, with the passage of time, the term broadened by the inventions of radio, TV, cinemas and internet. The media influences the lives of men, women, adolescents and children. The media plays a huge role in youth's life because they are more fascinated and attracted towards the grandeur depicted in media. They are less concerned about the social liabilities of media. Furthermore, the media provide adolescents with information about sex, gender, role, relationship, news and current affairs, political awareness, education, public announcement, along with entertainment. It helps them to connect youth subculture with larger cultural context. Exposure to mass media (television, movies, video, computer games internet music lyrics news paper magazines, books advertising etc.) presents both health risks and benefits for adolescents. Media education has the potential to reduce the harmful effects of media by understanding and supporting media education (The American Academy of Pediatrics, 1990). Adolescents spend more than 6 hours a day multi tasking with a dizzying array of media ranging from television and video games to the internet, mobile phones and instant messaging and iPods (Roberts, 2005). Adolescents spend an average of 7 hours/day using media, and the vast majority of them have access to a bedroom television, computer, the internet, a video game console, and a cell phone. The most recent research on the effects of media on the health and well-being of adolescents. Studies have shown that media can provide information about safe health practices and can foster social connectedness (Strasburger, 2009).

## 2. Research Method

The study was conducted in senior secondary school of Roorkee, situated in district Haridwar (Uttarakhand). 50 adolescents from senior secondary school of Roorkee were selected by random sampling method. Survey method was used to collect the data. For the purpose a questionnaire was developed to assess the importance & influence of media on adolescent's life.

Responses of teens related to influence and importance of media

s.no.	Items	Teen's Responses
1.	Regular use of media by adolescents	88%
2.	Effect of TV programs on behavior and life style	78%
3.	Use of all sources of media	82%
4.	Use of internet by adolescents	34%
5.	Importance of internet in today's life	64%
6.	Role of media in facilitating the knowledge of adolescents	94%
7.	Contribution of media in educational area	100%
8.	Importance of TV programs in entertainment and education	76%
9.	Importance of print material in entertainment and education	56%

### 3. Results and Analysis

Results shows that 88% of respondents use media regularly. 78% adolescents accepted that TV programs influenced their behavior and lifestyle. Result indicated that 82% adolescents use all sources of media and 34% of adolescents were using internet. 64% of respondents accepted that internet played an important role in today's life. Responses indicated that 94% of respondents admit that media facilitating the knowledge and awareness of adolescents and 100% adolescents reported that media was giving important contributing in the educational area. 76% of respondents highlighted importance of TV programs in entertainment and education. Study revealed that 56% adolescents accepted importance of print material.

### 4. Conclusion

The study revealed that adolescents were using all sources of media and media influence adolescent's behavior, lifestyle, attitude etc. As well as media facilitating the knowledge of adolescents and play an important role in educational area.

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