**CODEN: IAASCA**                                                  **ORIGINAL ARTICLE**

# Youth and The Mass Media: an Analysis Oof Youth Representation

**Nisha*, Shanti Balda***
Department of Extension Education and Communication Management
CCS Haryana Agricultural University,
Hisar-125004 (Haryana), India

**ABSTRACT**
*The study was conducted in two colleges, I.C. College of Home Science and College of Agriculture from CCS HAU Haryana Agriculture University.The study revealed that majorityof the respondents had TV and mobile phone and followed by the internet connection (95.00%) and computer (92.00%). Mobile was the first preference. The study also revealed that TV was the most preferred source of serials, music, news and movies for almost all age groups. In 15-25 age group, internet was the most preferred source of entertainment and information. Most of the respondents gave preference to serials followed by movies and news. Almost all respondents used mobile for receiving call, listen music and social media. Majority of the respondents had profile on social media in 15-25 age categories*
**Keywords:** *Mass Media, Mobile phone, Social media*

**CITATION OF THIS ARTICLE**
Nisha, Shanti Balda. Youth and The Mass Media: an Analysis Oof Youth Representation. Int. Arch. App. Sci. Technol; Vol 11 [2] June 2020: 49-52

## INTRODUCTION

The media has become the place to go, not only to get news but to connect with other likeminded people. Martín Serrano, (2004) states that, the media plays an important role in providing a platform for people to mingle and also helps to create a mental image of the ideal environment; what people ought to do and what their surroundings ought to look like. Advertising plays an important role in defining to the public the expectations of the society as regards behavior, appearance, way of life and the true measure of achievement, [1]. It is important to note that advertising goes to sell more than the commodity; this goes to define what people want or need by shaping peoples' mindset [2]. In this way, advertising plays a significant role in compelling the public to behave or do things in a certain way though in a very indirect manner [3].

According to J. A. Doyle (1989), research on masculinity in children's television consistently portrays men as powerful, assertive and engaged in extracurricular activities whereby they are honoured for their manly abilities. Other studies have shown that many men on prime-time television are depicted as self-reliant, assertive, and in control (McCauley Thangavelu, &Rozin, 1988). Television shows have portrayed men as sober, fearless, skilled, authoritative and in prominent positions. Gentleness in men, which was visible in the 197Os, has reduced as male characters are now hardy and showing more distance when it comes to relationships with others [4].

A new media called internet has invaded our lives & managed to capture most of our attention. The dramatic growth of internet usage has changed the lives of millions of people around the globe during the last decade. There are 243 million internet users in India [3]. Internet use is spreading rapidly into daily life, and directly affecting people's ideas. Mobiles and Social Networking Sites have created a fourth world without boundaries. A platform for

people to connect and share on 24/7/365. It is a common phenomenon across the world where growing citizens (i.e. youth population) are the biggest users and consumers of SNS. Usage of social media in rural India has grown by 100 per cent during the last one year with 25 million users in rural India. On the other hand, urban India registered a relatively lower growth of 35 per cent with the total number of users at 118 million as on April 2015 [2].

## MATERIAL AND METHODS

**Locale of the study-**
The study conducted in CCS HAU Hisar.

**Selection of area-**
The study was conducted in two colleges, I.C. College of Home Science and College of Agriculture from CCS HAU Haryana Agriculture University.

**Selection of respondents-**
From both colleges, 20 students actively engaged in social media were selected randomly. Thus 40 students were selected from two colleges from CCS HAU Haryana Agriculture University, Hisar.

**Tool of data collection**: Collected data were classified and tabulated in accordance with the standards laid down in order to arrive at meaningful and relevant inferences. For analysis of data, categorization , coding , processed, tabulated and analyzed using frequencies, percentages.

## RESULTS:

**Table-1: Socio-personal profile of respondents**

| Sr.No. | Variables | Total respondents(40) Frequency | % |
|---|---|---|---|
| 1 | age | | |
| | 15-20 | 20 | 50.00 |
| | 20-25 | 20 | 50.00 |
| 2 | Gender | | |
| | Female | 20 | 50.00 |
| | Male | 20 | 50.00 |
| 3 | Education | | |
| | Graduate | 26 | 65.00 |
| | Post graduate | 14 | 35.00 |
| 4 | Family type | | |
| | Nuclear | 30 | 75.00 |
| | Joint | 10 | 25.00 |
| 5 | Family Income | | |
| | Less than 1 lacs | 9 | 22.5 |
| | More than 1 lacs | 31 | 77.5 |

It can be seen from the table that regarding 15-20, 20-25 years age group, equal number of respondents (50% each) were males and females followed by Gender.As regards education, majority of the respondents were graduate (65%) followed by post graduate (35%).where majority had small size families.

**Table 2: Media devices using of respondents**

| Sr.No. | Variables | Total respondents(40) Frequency | % |
|---|---|---|---|
| 1 | TV Set | | |
| | yes | 40 | 100.00 |
| | No | 0 | 0.00 |
| 2 | Mobile Phone | | |
| | Yes | 40 | 100.00 |
| | No | 0 | 0.00 |
| 3 | Computer/laptops | | |
| | Yes | 37 | 92.50 |

| | | | |
|---|---|---|---|
| | No | 3 | 7.50 |
| 4 | Internet connection | | |
| | Yes | 38 | 95.00 |
| | No | 2 | 5.00 |
| 5 | Magazines | | |
| | Yes | 14 | 35.00 |
| | No | 26 | 65.00 |

It can be seen from the table that majority of the respondents using TV and Mobile Phone followed by Internet, Computer and magazines.

**Table 3: Most preferred media device**

| Sr.No. | Variables | Total respondents(40) Frequency | % |
|---|---|---|---|
| 1 | TV | 4 | 15.00 |
| 2 | Mobile | 27 | 67.50 |
| 3 | Computer/Laptop | 6 | 10.00 |
| 4 | Newspaper | 3 | 7.50 |

It can be seen from the table that in age group 15-25, I st rank was given to mobile phone (67.50%) followed by computer and tv for getting information.

**Table 4: Preference of TV programmes by respondents**

| Sr.No. | Variables | Total respondents(40) Frequency | % |
|---|---|---|---|
| 1 | News | 29 | 72.50 |
| 2 | Music | 32 | 80.00 |
| 3 | Movies | 25 | 62.50 |
| 4 | Serials | 33 | 82.50 |
| 5 | Reality shows | 22 | 55.00 |
| 6 | Sports | 18 | 45.00 |

It can be seen from the table that regarding TV content consumption in age group 15-25, Ist rank (82.50%) was given to serials followed by music (80.00%) and news (72.50%).

**Table 5: Opinion of respondents towards TV, Mobile Phone and Internet**

| Sr.No. | Opinion | Total respondents(40) Frequency | % |
|---|---|---|---|
| 1 | TV is the biggest source of entertainment. | 30 | 75.00 |
| 2 | TV has negative impact on Students. | 16 | 40.00 |
| 3 | TV is biggest wastage of time these days. | 8 | 20.00 |
| 4 | TV has improved the quality of education at all levels. | 35 | 87.50 |
| 5 | Too much use of phone incur health risks. | 32 | 80.00 |
| 6 | Mobile phone is one of the best and useful inventions. | 38 | 95.00 |
| 7 | The internet is quicker and cheaper to get information | 37 | 92.50 |
| 8 | Cyber-bullying is an increasing problem | 17 | 42.50 |

It is clear from the table that majority of respondents had positive opinion and believed that "TV has improved the quality of education at all levels", and "TV is the biggest source of entertainment". However, they had negative opinion as well. 40 per cent respondents believed that "TV has negative impact on students" and "TV is biggest wastage of time these days". The opinion of respondents towards "mobile phone is one of the best and useful inventions". However, majority of respondents also felt that "too much use of phone incur health risks".

**DISCUSSION**
• Among media devices, mobile was the first preference.

• For getting news, TV remained the most preferred source of news, serial and music
• Internet was the most preferred source of entertainment among 15-25years age groups.
Internet offers a world of possibilities for subjects, TV is still a powerful, productive and entertaining media. Entertainment related programs were ranked highest by the majority of the respondents. Since majority of the respondents did not use any of the media for educational purposes.
• Digital is surpassing print and television in importance. For this category, TV is still strong, but it's smaller than digital.
• Findings revealed that many respondents were using social media sites like facebook and whatsapp etc. Though this media can be used to connect people around the world and can help to give them a fundamental understanding but they make perfect targets for scams.

## REFERENCES

1. Gordon, M. K. (2008). Media contributions to africanamericangirls'focus on beauty and appearance: exploring the consequences of sexual objectification. Psychology of Women Quarterly, 32(3), 245-256.
2. Hermida, A. (2010) Twittering the News. Journalism Practice, 4(3):297-308.
3. Kuldeep&Meenakshi (2012) A study of users and use-pattern of mobile phone in a village of Haryana. Golden Research Thoughts.2(3):1
4. Picard, R. (2009) Blogs, tweets, social media, and the news business.Nieman Reports, 63(3): 10-12.