REVIEW ARTICLE

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Media As An Agent of Inculcatıng Values: A Truth or A Myth?

Kanika and Jaspreet Kaur
CT College of Education, Jalandhar, Punjab
Email: Kanika.18verma@gmail.com, jaspreetkaur.05nov@gmail.com

ARTICLE HISTORY	ABSTRACT
	This theoretical study depicts some aspects of role of media in developing the values in present scenario. It is a big question whether media influences the formation of values or media itself reflects the values of society may prove somewhat paradoxical. Children are easily influenced by the functional "parallel school" of the media. The media influence the development and transformation of values and beliefs of people in a variety of ways like social development, tolerance, positive attitude towards others culture. They also contribute to the enhancement of knowledge, language and vocabulary and influence a major part of daily life. It helps in framing new ideas, attitudes and lifestyle. This paper focuses on role of media in developing the social values in terms of consumerism, urban modeling, restructuring of human relationships and the emergence of new ideas and policies. *KEYWORDS: Media, Values, Consumerism, Restructuring.*
CITATION OF THIS ARTICLE	

INTRODUCTION

Values are inseparable from life of the individual. Human development cannot be conceived in the absence of values. Media from the value development point of view build desirable form of thinking and ability to deal with issues related to values. The role of the mass media in the modern world is becoming growingly important. Because we are these days surrounded by extensive media, both traditional and modern, and because we can take a dynamic part in creating the media aspect ourselves simply by capturing an image and uploading it onto media agents, it is important to realize the effects the media have on us and, especially to understand the role of the media in developing our set of values. Can media help individuals dump their prejudices and negative outlook toward cultural minorities? Can they allow people to develop tolerance and check them from participating in the ethnic and cultural stress in society? These questions definitely need to be reflected on.

EVOLUTION OF MEDIA AS AN AGENT OF INCULCATING VALUES:

The media industry has always adapted to meet the changing needs of the society. Over the last two decades this industry has changed at a breakneck pace due to these adjustments and wholesale development of the industry. New media have joined the arena while others have been forced to grow. These changes have been brought by advancements in technology and media usage.

In the earlier time, it was only the print media which was widely used likely the newspaper and the magazines. The awareness among the people was limited because the literacy rate at time was not high and the result the values and the attitude of society was somehow poorly developed. Later on, development attempts taken by radio and television in the conditions of rural India need to be mentioned. Some latest experiments in television have successfully helped in changing lives of the rural people.

For instance, TV programmes on social issues, mainly those produced by Doordarshan, have created consciousness among people and inspired efforts for boost up of the deprived in society. Media has inspired people to tackle illness, disease and other problems in society.

But in the present scenario, print media, televisions and radio has been overtaken by the internet and the most common mobile phones and their applications. We can also say that in the earlier time use of media was limited due to illiteracy, but today literacy level in raised to a great level and media usage is also

increased due to this fact.no doubt the values were developed in the earlier time in Indian context, but there is development and deterioration in values in today's generation. A child using mobile applications is getting socialized and aware but on the same time that children is ignoring his/her family. Media has a strong ability to "change" attitudes and beliefs.

But one of the main conclusions from research conducted at previous time was that major attitudinal or belief change did not occur with exposure to radio, TV, or film. Indeed, one of media's most powerful effects was not in changing attitudes, but in reinforcing the existing beliefs and stereotypes. It was found that earlier people only want to see things that are agreeable to them and avoid messages they find disagreeable, or which make them feel bad(Argo, Idriss, Fancy, 2009). Media has brought about a major transformation in the way people think. Media has given them a superb stage to present themselves before the world and contribute in their own way to the changing world scenario.

IMPACT OF MEDIA ON TRANSFORMATION OF VALUES:
1. ERADICATING STEREOTYPE: Media is more likely to affect our beliefs about reality when an individual do not have first-hand experiences to rely upon. Thus, in the case of ethnic stereotypes at least, one would more easily accept media primes about such groups if individual did not have first-hand experience to complicate them(Agro,Idriss,Fancy, 2009).
2. CONCEPTUALIZING ABOUT THE WORLD: Media influences us in one way by shaping our subjective understanding of reality, i.e. our beliefs about the world— what it is and how it works, etc. Even though the creators of media messages may not intend to change attitudes or beliefs, over time the media consumer tends to believe that the real world resembles the world presented in media(Agro,Idriss,Fancy, 2009).
3. ATTITUDE : As already mentioned above, previous media research showed that the intent to actively change social attitudes did not work in early media campaigns.
   Instead, ironically, people being persuaded by media messages that weren't even designed   to change attitudes or behavior (Agro,Idriss,Fancy, 2009).
4. "IDENTIFICATION" AS A FACTOR OF SOCIALIZATION:Any individual specially the present time generation acquires values and lifestyle through imitation of "socialized actors". Acquisition of values is not given entity but it is a result of action (Simmonnes,2004).

CHANGING SCENARIO OF MEDIA'S ROLE FROM PAST TO PRESENT (A BRIEF OUTLOOK):

In past…………
- **Culture's Story teller** were: parents , families, friends and other members of community
- **Fantasy world**: family, friends , print media generally newspaper and magazines
- **Ideologies and Values** imparted by: mainly by parents, teachers, family members.
- **Society :** passive participant
- **Decoding values :** comparatively less due to lack of literacy.

At present……………….
- **Culture's story tellers** are: TV. Radio, Internet ,Mobile phones etc.
- **Fantasy world** : Internet, TV shows ,Movies, apps , games etc.
- **Ideologies and** Values imparted by: parents , teachers with influence of media like internet and other social networking sites.
- **Society :** active participants due to media influence they create new ideas , policies and views .
- **Decoding values:** message through the media can be easily decode to to better representation of the idea .

REVOLUTIONARY ROLE PLAYED BY MEDIA IN DEVELOPING SOCIAL VALUES (RESEARCH AND INITIATIVES):

The power of media is so great that it has controlled all of us and even entered and changed our lives instantly. Studies have found that an individual often interact with socialization agents and then capture in intentional and unintentional social values, outlook, point of view and behaviors supported by these agents (Kasser (2002), Schor (1999), Korten (1999)) .

In this present age, people have become dependent as well to what the media offers the moment they choose to encounter it. They depend on it to collect the freshest news for the day, collect information, to catch up with people, to be amused and to decide. It has become one of the foundations of a man's every task in his life. A day will never pass without us having a close experience with any forms of media. Because of its prowess being enough to create an impression to every aspect of our lives, it would be of no wonderment if it would either make or misshape people's values.

CHANGE IN ATTITUDE, BELIEFS OF AN INDIVIDUAL:

The programmes on history, science and technology, philosophy and culture on channels like Discovery, National Geographic contributes to expansion of people's understanding and outlook, extending knowledge. Research has revealed that media are responsible for effecting a major part of our daily life. It contribute to a transformation in the cultural and social values of the masses. Media bring about a conversion in the perspective and opinions of the people. It influences lifestyle and culture.

The research indicated that the outlook and behavior of heavy television spectators-those whose cultural life is controlled by television and who learn the television image of life and society from babyhood: such viewers more frequently than those who view television less frequently appear to have the wrong insight for social reality, are more concerned of common opinions, and show intolerance toward other points of view (Media Education Foundation, 2005).

The globalization of information scope, the speedy development of ICT employed by the mass media, and other elements have spin television and the Internet into the most important components that have an impression on the views and opinions of individuals as well as on shared issues. The role of television is entirely important in imprinting an adequate outlook of social reality (Gladkova, 2013)

The media has played a major role in positive developments like the battle against racialism, gender bias, poverty, and spreading awareness about the necessity of world peace. For instance: now days "SWACH BHARAT ABHIYAN" movement has been popularized through media agents and this movement has been developing a sense of responsibility towards this abhiyan in an individual. Apart from this the media has played a major role in making Delhi gang rape victim DAMINI the focal point of attention, with high level discussion over ways to be adopted to stop these terrible crimes.

Psychologist Albert Bandura, who suggested the term modeling in his social cognitive theory, highlight that children assimilate many social behaviors by perceiving others. therefore exposure to tv characters who succeed by conducting behaviour in violent, aggressive, or stereotypical ways, according to this theory, may motivate children to use alike approaches in their own lives. The same interpretation may apply to the modelling of particular judgments and sets of values (Bandura, 1989).

There have been important personality transformations, caused by the involvement in television. In recent years, viewers of Indian film and television have witnessed a change from portraying of females as innocent and inferior in nature, into independent sexual beings. Some talk shows on TV have had a similar impact, for instance, these days talk shows, and serials that deal with the ill effects of practices like dowry, child marriage, and drug abuse in society. SATYAMEV JAYATE is the best example for this.

CONCLUSION

Consciously or unconsciously the media has become an important part of daily life. Through media we can learn many things. The events that occurred abroad and domestic can be known quickly and easily through the media. This is because the media have the ability to deliver information effectively. The recent advent in the media world and practices like public polls and citizen journalism have led to the achievement of a social control and imparting social values. The parents must guide their children to have an optimistic approach. Parents must have the optimist's eyes who notice only flowers on the rose plant but not pessimist's eyes who looks at only the thorns beneath the flowers. So, the children must be guided to see the positive side of their life and as media consumer. The parents must train their children to be Good, to do Good and to see Good.At last we can say that there is a strong relationship between the media and the common man which further contributed for the development of values only if the media sources are wisely used. The media has played an important role in positive developments like the fight against racism, gender bias, unemployment, poverty, and spreading awareness about the need for world peace.

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