Media Violence: A Study

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Abstract

Media violence is any visual portrayal of violent physical activity or violent thought by one person or character against another. Media violence has a very ill influence on the behaviour of the students as well as on the behaviour of the adults of our society. The media which has violent content may causes violent and aggressive behaviour of the students and adults of our society. Through the present study the researcher has made an attempt to study the students' awareness regarding the issue of media violence. In order to conduct the study the researcher has selected a sample of 100 students from the Lakhipur College of Goalpara District by using simple random sampling method. One self- structure questionnaire is used to collect the primary data for the study. From the study it is found that most of the students are not aware about the media violence and there is a need to make our students aware about the ill influence of media violence.

Keywords- Media violence, awareness, students etc.

Introduction

 "Media violence as visual portrayals of acts of physical aggression by one human or human like character against another" (Huesmann, 2007).

Media violence means the portrayal of any violent activity or thought or physical action that hurts or kills. It may develop the belief that violent activity might bring some benefits. Violent activity is not only portraying through television shows but also in videos, music lyrics, video games, movies, commercials etc. Various experimental studies revealed that violent content of the media causes aggressive thoughts, aggressive behaviour, physical arousal, hostility, desensitization to violence and decreases the other social behaviour like helpfulness, empathy etc.The violent media has short- term as well as long- term effects on the behaviour of the students. The short- term effects may be the priming. The priming means the external stimulus (i.e. the violent content of a media) can inherently linked to a cognition or emotion. For example the sight of fire is linked to fear. Another effect is arousal. The media presentations which have some violent content in it may arouse the aggressive on violent behaviour of the observer. The third effect we can say that the mimicry ability. Observing some specific social behaviours may increases the tendency of the children to behave or act

exactly the same way what they have observed. So we can say that as children observe violent behaviour, they may mimic it. The long term effect of media is the observational learning of cognitions and behaviours. It means the children or a person can learn or imitate a violent activity by exposing to the violent activity in a long term. Another long- term effect of media is the desensitization. It means lots of exposure to the violent content of t media the person or the student may become emotionally desensitization or less sensitive to the violent activity.

Parents can play an important role to reduce the bad impact of media violence.

1. Parents can reduce their child's exposure to media violence by setting limitation on the time period of watching T.V or other media. Parents can also check or set some guidelines on what the children watch and Parents can encourage their children to watch positive programmes over the negative one.

2. It is the duty of the parents to develop critical thinking among their children. Parents should make the children understand and should talk with them on what they see, what they understand and what they do not understand and accordingly parents can make their children aware and help them to learn the differences between reality and fantasy and it will help the child to know how makeup, costumes and special effects, camera angles can make them fool. So critical thinking and critical viewing will help the child as well as the adults to understand the difference between the reality and fantasy by their own and accordingly it can change or reduce the negative impact of violent activities and images that are watched by the children and adults.

3. Parents can explore or search for videos, T.V shows, games, books etc. that can provide positive or good role models and accordingly the parents can motivate their children to watch or read them rather let them to watch the actions or violent content. Parents can talk to their children about the qualities or traits that make a true hero.

4. Parents can talk with other parents, can share tips and provide support to each other regarding how to minimize the ill impact of media violence. By discussing with others or taking tips from others the parents can seek help and cooperation from their neighbours, grandparents, baby care taker who may take care for their children in limiting the viewing of violent content or event outside the home.

5. Parents can involve their children in various state as well as national debate programmes on media violence.

Need of the study

There are many forms of media including T.V programs, movies, comic books, music, video games, and social media etc. Exposure to various violent media can have several undesirable effects. People who expose to a lot of violent media may become less sympathetic to victims of violence. Violent media can also increase aggressive thoughts. Watching violent program

or film on T.V is a passive activity, but playing a violent video game is an active activity. We know that people learn better when they actively participate. So we can say that violent video games may have a larger influence on developing aggressive behaviour than the other violent T.V programs and films. From the various studies it is found that people who aggressive in character are more affected by violent media than the people who are not aggressive in character. But lots of exposures to violent media can also causes aggressiveness and which may lead to the development of aggressive behaviour. So, in order to know the students knowledge on media violence and to make the students aware about media violence there is a need of a study.

Objective

1. To assess the students awareness regarding media violence.

Delimitation of the study

Delimitation is the boundaries of the enquiry. The study is delimited on the following head

1. The study is conducted in Lakhipur College, Goalpara district, Assam
2. Under graduate Arts discipline.
3. Undergraduate B.A first semester.

Methodology –In the present study descriptive survey method is used by the investigator.

Sample – 100 students have been selected as a sample for the present study.

Sampling method – Simple random sampling method is used to collect the data.

Tool – The investigator has used one self –structure questionnaire to collect the necessary data for the present study.

Procedure of data collection – The researcher has visited the Lakhipur College and collected the data from the students of B.A first semester.

Data interpretation

1. To assess the awareness of the students regarding media violence.

Sl.no	Questions	Yes	No
1.	Do you think that media propagates violence?	40	60

2.	Do you think that violence in media is a problem?	38	62
3.	Do you think that sometimes college violence is also influenced by media violence?	45	55
4.	Do you watch action movie?	70	20
5.	Do you feel fear of being harm after watching crime scene in the news channel?	60	40
6.	Do you play video game which has some violent content in it?	85	15
7.	Did you feel upset after watching some extremely emotional movie?	73	27
8.	Do you want to copy any character which you watched in media?	75	25
9.	Did you feel sad after hearing some songs?	80	90
10.	Did you ever share any misinformation in social- media?	69	31
11.	Did you ever become the victim out of the misinformation shared in the social- media?	77	23

12.	Do you think that violent or abusive activities on TV should be banned by the Govt.	41	69

 The above table represents that 40% student thinks that media propagates violence. 62% students do not think that violence in media is a problem. 45% students revealed that college violence is also influenced by media violence. 70% respond that they watch action movie. 60% of the total respondents are of the opinion that they feel fear of being harm after watching crime scene in news channel. 85% students respond that they play video games which have some violent content in it. 73% respondents revealed that they feel upset after watching some extremely emotional movie. 75% respond that they want to copy the character which they like in media. 80% revealed that they feel sad after hearing some songs. 69% of the total respondents are of the opinion that they have share misinformation in social media. 77% respond that they became the victim out of the misinformation share in the social-media. 41% revealed that violent activities on TV should be banned by the government.

Results of the study

1. From the study it is found that most of the students are not aware about the fact that media propagates violence in our society.
2. Only a few students reveal that violence in media is a problem.
3. Most of the student wants to copy the character which they like in media.
4. It is found from the study that most of the students feel sad after watching extremely emotional movie.
5. Most of the students reveal that they became victim out of the misinformation which is shared by others in the social-media.

Suggestions

1. The parents can set limits for their children regarding viewing various media and also can set limitation on viewing time and age appropriate viewing standard of various media.
2. Instead of saying that violence is not good for you and you should not watch it the parents as well as the teachers should let the children to understand the ill consequences of media violence by their own experiences.
3. Teachers should develop critical thinking among the students and can make them understand about the differences between reality and fantasy.

4. Teachers should talk with the students about the qualities and traits which makes a "true hero" in the classroom.
5. Teachers can encourage the students to participate in the debate on media violence at national or regional level and to express what they feel about media violence.
6. Programmes should organize on media violence by the teachers.

Conclusion

Media violence is a problem of our society. It is found from the study that most of the students are not aware of the fact that media violence is a problem, so there is an urgent need to make the students aware about the problem of media violence and its ill influence on the behaviour. The parents and teachers can play a very important role to make the students aware about the issue of media violence.

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