CHAPTER VI

SUMMARY AND CONCLUSION

6.1 SUMMARY

With new inventions of science and technologies, the world is also rapidly developing everyday. Mass media is playing an important role in reaching the information to every people through out the world. Now, it is understood by every section of people that mass media have significant role on our life in all aspects like political, economical, social, educational, cultural and religious etc. With the gaining importance and advancement of science and technologies, mass media have also been developed to large extent and able to disseminate information to large section of people within a very short time. Mass media as it understood today is relatively not a recent phenomenon in India. It essentially means dissemination of ideas and entertainment by the communication media. If one was to ask what is today's most powerful vehicle in the moulding of behaviour, belief, attitudes, values and life styles one should say it is the mass media. Therefore, mass media has been defined as “means of communication designed to reach and influence very large numbers of people”.

We live in a society that depends on information and communication to keep moving the right direction and do our daily activities like work, entertainment, health care, education, personal relationships, traveling and anything else that we have to do. Most of our decisions, beliefs and our values are based on what we know for a fact, our assumptions and our own
experiences. In our work we usually know what we have to do base on our experience and studies, however on our daily lives we rely on the media to get the current news and facts about what is important and what we should be aware of.

We have put our trust on the media as an authority to give us news, entertainment and education. However, the influence of mass media on our kids, adolescents and society is so big that we should know how it really works.

Mass media is very popular and widespread among the adolescents. It is the most powerful vehicle in the moulding of beliefs, attitudes, values and life styles of adolescents. Mass media can assist changes in attitudes by reinforcing ideas and providing real or ideal models as behaviour and raise aspirations among adolescents. Again, mass media may have both positive as well as negative role in society by providing knowledge, new information and eradicating social evils which although influence all the people yet adolescents are mostly influenced by it and a society or country's development depends on the proper psychological and social development of this human resource. Keeping in view of this idea and feeling, following objectives were taken in to account.

(i) To study the influence of print media on psycho-social behaviour of adolescents.
(ii) To study the influence of electronic media on psycho-social behaviour of adolescents.
(iii) To study the comparative influence of print media and electronic media on psycho-social behaviour of adolescents.

(iv) To study the influence of mass media on the attitude of adolescents regarding love, sex, drug use, etc.

(v) To study the influence of mass media on the values of the adolescents.

(vi) To study the influence of mass media on the interest of adolescents.

On the basis of the objectives of the study, following null and other hypotheses were formulated.

**Ho**: There is no significant influence of print media on psycho-social behaviour of adolescents.

**Ho**: There is no significant influence of electronic media on psycho-social behaviour of adolescents.

**Ho**: There is no significant difference between the influence of print media and electronic media on psycho-social behaviour of adolescents.

**Ho**: There is no significant influence of mass media on attitude of adolescents regarding love, sex and drug use.

**H**: There is influence of mass media on the values of adolescents.

**Ho**: There is no significant influence of mass media on the interest of adolescents.

Accordingly, the investigator tried to review the available related literature on mass media and its influence on adolescent's behaviour. Altogether 68 numbers of related literatures were reviewed; of which 24
numbers were international, 36 numbers were national and 8 numbers were on regional level. Thereafter, the study was carried out considering 600 numbers of randomly selected adolescents studying in class 11<sup>th</sup> (H.S.1<sup>st</sup> year) and 12<sup>th</sup> (H.S.2<sup>nd</sup> year) of different institutions in the district of Kamrup and Kamrup metro. The study was designed following descriptive survey method to elicit data. Data obtained through various tools such as questionnaire, observation, interview schedule etc. were analysed by following appropriate and suitable statistical procedures like simple percentage, coefficient of correlation, chi square and ANOVA and later which were interpreted properly.

The salient findings of the present study have been summarised as that both the print as well as electronic media were very popular mode of gathering various information among the adolescents and found to be influential for enriching their knowledge. Though both media were very popular, the utilisation of electronic media was observed to be higher (66.93%) than print media (44.00%). Similarly, the Influence of print media and electronic for building social awareness was recorded to be 46.11% and 62.10% and which was also observed as higher in electronic media. The obtained “F” ratio values i.e. (10.78 and 6.01) and (7.61 & 3.87) for both print and electronic media respectively are greater than that of critical “F” ratio value (3.86) at 5% level of significance, showed that there was significant influence of mass media (print and electronic) on psycho-social behaviour of adolescents and also there were significant difference between the responses of various indicators used as well between boys and girls.
High correlation between print and electronic media was found during the investigation from the correlation study, where coefficient of correlation or $'r' = 0.863$, which indicated high correlation between these two media.

56.78% of adolescents agreed that mass media was an important source of information regarding love, sex and drug use. The highest response of 58.67% was observed in case of attitude towards sex, where the girls response was highest amongst all. On the other hand, least record of 54.17% response was found in attitude towards drug use where the girl's response was lowest of all (49.67%). The $\chi^2$ test of significance showed that the $\chi^2$ calculated value 149.48 was greater than that of critical values 5.99 at 5% and 9.22 at 1% level of significance and which indicated that there was significant influence of mass media on attitude towards love, sex and drug use.

The study on the influence of mass media on values such as social, aesthetic, religious, economic, political and theoretical revealed that mass media played influential role on these values of adolescents. Theoretical value was recorded to be much influenced by mass media where the response was 52.68% followed by economic values 44.18%, social values 42.35%, religious 31.34%, aesthetic 24.17% and political values only 21.51% which showed political values were least influenced by mass media.

Further, a significant influential record was also observed from another study of "Influence of mass media on the interest of the adolescents." Here mass media was highly influential (74.09%) in the interest towards cultural aspect where as interest on other aspect was lowest with a response of 13.50%.
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The chi square ($\chi^2$) analysis also reflected that there was significant influence of mass media on the interest of the adolescents, showing its greater calculated value of 147.91 against critical values of 24.996 and 30.578 at 5% and 1% level of significance respectively.

6.2 IMPLICATION AND SUGGESTION

In the light of the present study, it is clear that mass media has tremendous influence on adolescents. Both the print and electronic media must be viewed as more than sources of evil or mere idle pleasures; their potential to enrich the lives of our children and adolescents are in fact, enormous, and that potential needs to be explored and actualized. Summing up the findings of the present study following educational implications and suggestion may be offered.

1. Newer media like internet, teleconferencing, videoconferencing etc. are used in various developmental fields such as in the field of medical science, engineering, defenses, in the various distance mode of educational programme of IGNOU and IITs of the country.

2. Mass media are better means of using leisure time of the mass people. It generally put emphasis on publishing or telecasting more authentic informative and interesting themes that adds proper and positive moral, social and rich cultural values of our society to the people.

3. People rely on mass media as authentic source of information specially in political issues. Presently, numbers of private TV channels and news papers are providing different recent information on political affairs to
the masses. As the adolescents get voting power for first time so media media plays an important role in providing the clear picture to them.

4. Illiteracy, ignorance, poverty, child labour, child marriage etc. are still crippled in social and economic development of the country. Looking at the popularity and acceptability of mass media government, NGO and other institutions can initiate more activity based programmes on eradication of such social evils and can popularize it through mass media.

5. Mass media through radio and television are telecasting various educational programmes such as Krishi Darshan, Gyan Kosh, SITE, INSAT etc, which are very important and need to be popularised among the people.

6. India is today on the threshold of a new era of development and has to respond to challenges in energy, health, agriculture, protection of the environment, the establishment of industrial base and economic productivity, national integration and education etc. In order to meet these national challenges, mass media definitely play a decisive role in order to face the manifold challenges in education.

7. Rapid development of information and communication technology as well as mass media is facilitating effective and efficient service delivery even in the rural areas. People are having access to computers at panchayats and they get information about prices of agricultural commodities, auction rates etc. People are using electronic media in facilitating a faster and smooth flow of communication.
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8. The focus of the development programmes of the government are always on the upliftment of the lower section of the community and these people get information regarding the scheme of development etc. only through mass media.

Besides these, some of the general suggestion also may be brought forward.

1. Most of the parents do not control their children or adolescents exposed to media with any consideration of regularity. Therefore, parental monitoring is very much necessary for adolescents. Parents should also try to give valuable time to their children for the development of positive attitude in them.

2. The government monitoring is also very necessary. Steps should be taken by the Govt. for clear cut policy regarding the publications through different types of media.

3. In India more particularly in our state Assam, there are limited studies on effect of media, specially newer media items, on children and adolescents and about their interventions. To improve the role of media robust, prospective, experimental, population-based effective trials are needed. Better studies of how they watch and how reading and viewing habits can be improved are necessary. Therefore, newer media like internet, teleconferencing, videoconferencing etc. should be extensively and positively used in the institution.

4. Strict regulations should be formed for different advertisements because advertisement published through different media generally
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target the children and adolescents.

5. School should also play a very special role. School based media education programmes should be popularised among the adolescents.

6. The private channels should be impartial in providing information to the masses without supporting one sided ideology so that people may not remain in confusion.

7. Adolescents should be encouraged to participate in various co curricular activities in the school.

8. In every institution, library should be rich enough with variety of books, magazines, journals etc. to fulfill the desired needs of the adolescents.

9. Both teacher and parents have to be made aware of the benefits of reading, so that they can guide the students in the selection of good reading of books, journals, magazines etc.

10. One helpful method to combat the influence of media on adolescents is through media education programmes. Parents and educators need to teach the adolescents some important ideas that television's world is not always real and somebody is always trying to make money with television.

6.3 SUGGESTIONS FOR FURTHER STUDIES

The present study was done by the researcher with limited sample size and only in a single district of the state of Assam. Again, from the present study it seems that there is a good scope to carry out this study in various
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aspects through inclusion of different ideas and information. Some of such aspects which having promising prospect may be suggested as a need for future course of investigations.

1. The present study is limited within the Kamrup district only. Therefore, similar attempts may also be done in rest of the different districts of the states.

2. Further, a comparative study may also be done among the districts of the state in this aspect.

3. An attempt may also be done to study the impact mass media on Indian culture.

4. Moreover, investigations regarding the influence of mass media on women can be preceded.

5. Further study may be done on the positive and negative effect of mass media on children, adolescents, men and women.

6. Mass media and fashion awareness among adolescents may be another topic for further research.

7. Research can also be done in comparing the impact of television advertising on children and adolescents.

8. Influence of mass media on the study habit of children and adolescents can also be studied.

9. There is a great scope to study the influence of mass media in agricultural sector too. Therefore, research may be conducted to know its impact on dissemination of recent advances in agricultural sector among the farmers as well as researchers.
10. There is also good scope to conduct research on influence of mass media on developing political awareness of the masses.

11. Besides these, role of mass media in the removal of conservatism and prejudices of the tea tribes of Assam may be an interesting topic of investigation.

6.4 CONCLUSION

Mass media such as newspaper, magazines, radio, television etc have become an integral part of human life. It is the main channels of disseminating knowledge and creating awareness about regional, national and international events among the people and thereby influencing the social, cultural, economic and religious aspects of society. Mass media feed the people with latest information and create the need for change in contemporary society.

Children and adolescents spend an inordinate amount of time with media-more time, in fact, than they spend in any leisure activity except sleeping. It is believed that children and adolescents are more susceptible to media influences than the adults, because young people are less experienced with real life situations and are therefore less knowledgeable and sophisticated. Moreover they believe the information they receive in the media because they have less critical thinking skills and experiences.

The mass media, whether the print or electronic have superseded the more direct person to person contact in the present century. The mass media are indirect and intricate and have made an impact on the individual and the
group. As a logical consequence, the mass media deals with the day-to-day problems and affect the destiny of a nation, in particular, and humanity, in general.

Though mass media is gaining popularity day by day among the masses, its implication in various fields is not yet properly realized. Therefore, there is a great scope for utilisation of newer concepts of mass media in the field of education, agriculture, health and environment etc. and which can bring about a revolutionary change in the country. With the advancement of science and technology and pace of time more newer media of communication is going to be introduced which will open more research potentialities in the near future and proper utilization of these recent advances of mass media in various prospective fields will definitely help India to march forward from developing to fully developed and prosperous country of the world.