Chapter 9

Nonviolent Media

Introduction

“Media - the fourth pillar of the society”

"Pen is mightier than sword" - this old proverb seems to be true even in today’s context as the media seems to gain strength in the modern society. Media (singular medium) is the storage and transmission tool used to store and deliver information or data. The media refers to the different channels we use to communicate information in the everyday world. It is often referred to as synonymous with mass media or news media, but may refer to a single medium used to communicate any data for any purpose. Media is a part of human society since very beginning. With the change in era from Stone Age to current era of technology, media too has undergone the transformation from the cave paintings to letters to the sms alerts as per the changing needs and environment. It has compressed the world into the palms of the man. Its wide range of ambassadors includes the television, videogames, print media, internet, movies, music, blackberries, USB, satellites and other modes which keep the globe updated about the happening of each part and of every second. Media has turned out as the most effective way of communication and interaction with the world. According to Tom Standage of the economist, India currently has daily newspaper circulation of 110 million copies. With time it has expanded itself across length and breadth so deeply and diversely that it will be fair to present it separately from communication for proper understanding and evaluating the subject within context. In the year 1969, bass’s has given the double action model of internal news flow as follow:-

![Figure 9.1 Double Action Model of Internal News Flow](image)

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Role of Media

In any democratic country the media plays a vital role in creating, moulding and reflecting public opinion. Over the years the media became so powerful that it soon acquired the status of "fourth estate" as it was aptly described by the British politician Edmund Burke. Our first prime minister, Jawaharlal Nehru declared "I would rather have a completely free press with all the danger involved in the wrong use of that freedom, than a suppressed or regulated press".\(^4\) Power of media cannot be underestimated in global village. In the modern world of quick communication and quick information, media plays a very crucial role. Media plays a very important role in everyone’s life. It is the media which transmit the information from one place to other. Without media this world would have been isolation, which has been restricted in small groups who don’t know what is going on in other part of the world. It is the media which laid the foundation of joining the entire world with each other so that we can grow as whole not in a particular group. Now the need for nonviolent media is very crucial as it is the media which has the power to either build or destroy. Time also plays an important key in media as the information shared at what point of time can take some crucial decision. If wrong information is passed at wrong time then it can create a disaster. It is said that time is consider as one of the nine dravyas by vaiseshikas. The supreme sprit regard as the destroyer of the universe, being a personification of the destructive principle, it is Jaina’s one of the nine treasure.\(^5\)

The ideal role of the media in any given society is to inform the general public on events and issues that affect them. It has direct access to people and this gives it a lot of strength. As the development is creating daily new bars higher than earlier, people too in rhythm become more educated, well aware of their rights and capabilities and are transacting with globe. No sphere of life has remained untouched by the influence of media. Media has a huge responsibility of conveying the truth and relevant information.

We can easily understand the presence of digital media in a child's life by the facts reported by the Kaiser family foundation research in Jan 2010. According to it, those ages 8 to 18 spend more than seven and a half hours a day with such devices, compared with less than six and a half hours five years ago, when the study was last
conducted and that does not count the hour and a half that youths spend texting, or the half-hour they talk on their cellphones. As the number of children with mobile electronic goes up, the amount of time they spend using them does, too. When a study looked at how young people ages 8 to 18 spent their time, it found that media use was up an hour over the last time the study done.\textsuperscript{6}

![Figure 9.2 Average Time Spent with Each Medium](image1)

In an another study of Media Comparisons Study 2010 commissioned by Television Bureau of Advertising (TVB), it is reported that people age 18-plus watched 319 minutes (6 + hours) of television a day. Other findings showed that reaching $\%$ of media to the general population is the Internet's 67.5\%, radio's 60.6\% and newspapers' 38.6\%, and TV reaches over 80\%.\textsuperscript{7} The number of mobile phone connections in India has reached to 875.48 million.\textsuperscript{8}

![Figure 9.3 \% of All 8-18 Years Old Who Own Each Device](image2)
Very interesting statistics from the WAN-Press report: India has one of the biggest growth rates in both newspaper sales and newspaper advertisement revenues increase.\(^9\)

- **News paper sales in India:** Increase of 12.93% over last year and 53.63% over last 5 years (worldwide: 2.3% last year and 9.48% over last 5 years)
- **News paper advertising revenues in India:** Increase of 23% over last year and 83% over last 5 years (worldwide: 3.77% increase last year)

Life is not a simple thing as it used to be in the past few centuries. The demand and requirement were very less that time when compared to today. This multi directional development has changed the definition of utility, requirement and luxury along with the style of living life. Previously the basic needs of life count the food, clothing and shelter and today media has been added to this list of basics. In pace with development, media has transformed itself in such manner that it is being one of the prominent ingredients in the present life style. All aspects of life - work, relationships, education or entertainment, dressing, food, culture, religion, health etc., social, national and international role, all are being deeply influenced and motivated by one or another mean of media. Not only visible but abstracts like thoughts, emotions, imaginations too being effected and some time being controlled by the media.

Easy accessibility of media has increased its role in the life style. Hansen and Hansen identified three theoretical perspectives to explain the correlation between social perception and personality in choosing a musical preference: 1) frequent media exposure alters personality and social perceptions to correspond with what is portrayed, or 2) media preference can be determined by extant personality characteristics, or 3) causation may be reciprocal between media exposure and both personality characteristics and social perception. The media displays a certain level of sensitivity and aims to satisfy the wishes of its audience, but the consumer is somewhat persuaded by the type of social reality the media depicts. Hasen and Hasen suggest that this is marked by a gradual shift in social values towards those supported in the media.\(^10\)
Man is a social being by nature and has learned behavior along with the hereditary imprints. His lifestyle affects the surrounding and surrounding equally affects his behavioral pattern while interacting at individual or group level. It is very true that personality of one’s is convergence of multiple factors and media has came up as one of the major factors in shaping the man’s life style. Media has entered into the roots of the man’s life at unit and group level in some or other way. It is affecting the man’s behavior and simultaneously being affected by the man’s actions and reactions.

Media plays a very important and crucial role in enlightening and educating the people. The media can aid public involvement through advocating issue and transferring knowledge, skills and technologies to the people. Media serves as a bridge between the government and the people. The government's policies and actions are conveyed to the people, and the latter's views are forcefully expressed to make the authorities aware of the public feelings. It makes the policy makers aware of the wrongs that may otherwise escape attention. The media acts as a deterrent on corrupt practices and keeps a check on the working of the government. Awareness about various rural development programmes, propagation of family planning could be spread by using the media. Media plays very emphatic role in awakening people against many evils prevailed in the society like child marriage, killing of female unborn child, the evil practice of child labour etc. It significantly promoted social causes like literacy, health management, anti-dowry practices, discouraging female feticide, aids awareness, etc. Through educational programmes, it can cover many students in a single platform. The media has a distinctive role to play in bringing communal harmony which in turn will preserve the secular fabric of a democratic country. It also serves to highlight those issues which violate human rights. Media has led to the promotion of business through advertisements. The telecasting of latest updates about techniques of economy management are providing fruitful to trade and commerce.11 Not only there is increase in the ease and the number of media modes but with upgrading technology, it is now more graphical, topped up with more audio-visual effects enhancing the understandability of content.

Dr. Bernard Luskin, president of the society for media psychology and technology, states that education, from kindergarten through graduate school, corporate education and career learning, is being transformed by media. Apollo astronaut Buzz Aldrin,
Buzz, who earned a Ph.D in astronautics from MIT, told him his observation that "children today have more computer power at their fingertips to do their homework than was onboard the space vehicles that first carried us into space". Media and social media are distributors and drivers of social change. We need increased understanding of the effects of media to help manage our future. Our community must grapple with our cultural or religious sensitivities. If we don't shape our future, it will shape us. According to the education testing service, media-centric education is growing apace. IQs are rising, mainly due to advances in media assisted learning and interactive game playing.\textsuperscript{12}

**Effect of Media**

“If it were left on me to decide whether we should have a government without newspaper or newspaper without a government, I should not hesitate a moment to prefer the latter”; Thomas Jefferson. Contribution of media in development is beyond doubt. It is important to use a broad perspective on media effects in order to understand the incredibly wide range of influence the media exert media-influenced effects are those things that occur as a result either in part or in whole from media influence. They can occur immediately during exposure to a media message, or they can take a long time to occur after any particular exposure. They can last for a few seconds or an entire lifetime. They can be positive as well as negative. They can show up clearly as changes but they can also reinforce existing patterns, in which case the effect appears as no change. They can occur whether the media have an intention for them to occur or not. They can affect individual people or all people in the form of the public. They can also affect institutions and society. They can act directly on a target (a person, the public, an institution, or society) or they can act indirectly. And, finally, they can be easily observable or they can be latent and therefore much more difficult to observe.\textsuperscript{13}

Media education encourages a probing approach to the world. To use media as a powerful constructive source, it is necessary that one become aware of his media diet requirement and its proper management.
Media Violence

Passive attack of media’s virtual violence on thoughts is proving more destructive than any other weapon created so far. Learning about the violence is very much different from learning to be violent.

Media is pampering the violence making it more amusing, addictive and tranquilizer than what it is in originality. Many extensive researches has came up with the evidences indicating that higher exposure of media violence can contribute to aggressive behaviour, desensitization to violence, nightmares, and fear of being harmed to the children and adolescents in both immediate and long term perspective. It is being said that effect of tremendously increasing virtual violence is resulting in fueling the realistic violence in the society directly or indirectly.

Facts from few researches which shows the effect of media violence on the young generation are as follows -

- By the time a child is eighteen years old, he or she will witness on television (with average viewing time) 200,000 acts of violence including 40,000 murders (Huston, et al, 1992).
- On average, children in the 23 countries surveyed watch television three hours each day, and spend 50 per cent more time watching the small screen than they spend on any other activity outside of school. (UNESCO, 1998).
- Children, ages 8 to 18, spend more time (44.5 hours per week- 61/2 hours daily) in front of computer, television, and game screens than any other activity in their lives except sleeping (Kaiser family foundation, 2005).

Frequent consumption of media violence decreases the sensitivity and emotional connection in man. People have agreed that on being continuous revelation to the violent movies and acts, they are no longer getting strong impact on their emotions as they are now “used to” it. In a research, Prof. Brad Bushman and Prof. Craig Anderson reported that violent video games and movies make people numb to the pain and suffering of others. There research demonstrates that violent media affect someone's willingness to offer help to an injured person. People who had played a violent game took significantly longer to help the victim than those who played a
nonviolent game. Earlier to this finding, Bushman and Anderson had also demonstrated that exposure to violent media produces physiological desensitization lowering heart rate and skin conductance when viewing scenes of actual violence a short time later.\textsuperscript{17}

This desensitization is a big hurdle in way of sustainable development which has the bricks of mutual caring, helping, cooperating and coordinating in the foundations. A member of desensitize society will not think beyond his personal interest ignoring the pains of neighbors and forgetting the bigger responsibility towards humanity of the globe.

Many incidents in last few years have occurred where young teenagers are involved in violent activities. In October 2002, Washington D.C. evidences the series of random shooting by John Muhammad and a 17 year old Lee Malvo which results in killing the eleven people. Malvo's defense team claims that the youth had been brainwashed and trained to kill while playing video games with sniper shooting modes such as halo, Tom Clancy's ghost recon, and Tom Clancy's rainbow six: covert ops. A psychologist testified that exposure to this kind of entertainment makes violence seem more acceptable and promotes violent thoughts and actions.\textsuperscript{18}

Earlier to the above, another such incidence, the heath high school shooting, occurred at heath high school in West Paducah, Kentucky, United States, on Monday December 1, 1997. In this, a 14 year old Michael Carneal opened fire on a group of praying students killing 3 girls and wounding 5 others. Commenting on these types of incidents, attorney general John Ashcroft said teen-agers who fired on fellow students in Kentucky and Colorado had watched violent video games. The young man in Kentucky, Michael Carneal, learned how to aim from video games and was a better shot than most policemen.\textsuperscript{19}

In research on effect of television violence on aggression, b. J. Bushman and L.R.Huesmann (2001) has concluded that young children are most vulnerable to the effect of media violence because they learn by observing and imitating and have a harder time distinguishing between fantasy and reality.\textsuperscript{20} Since children have high levels of exposure, media have greater access and time to shape young people's attitudes and actions than do parents or teachers, replacing them as educators, role
models, and the primary sources of information about the world and how one behaves in it. Prolonged exposure to such media portrayals results in increased acceptance of violence as an appropriate means of solving problems and achieving one's goals. Television, movies, and music videos normalize carrying and using weapons and glamorize them as a source of personal power. After reviewing dozens of studies of video games, Craig Anderson and Brad Bushman reported that children and young people, who play violent video games, even for short periods, are more likely to behave aggressively in the real world; and that both aggressive and non-aggressive children are negatively affected by playing. Conservative estimates are that media violence may be associated with 10 percent of real-life violence.

**Promotions of Disorderly Life Style**

Recent studies now validate the reality of internet addiction disorder (IAD). IAD can cause tremors, shivers, nausea and anxiety in some addicts. Many addicts neglect family, work, studies, social relationships and themselves. Average number of sleep hours per night decreases in inverse proportion to the average number of hours per day of internet use.

Companies engaged in alcoholic drinks, cigarettes and similar consumables hire the influential celebrities - film stars, sports person, social celebrities, the ideal and icon of many youngsters, to promote their products and conduct the advertising campaign to pull the young crowd as their customer. After watching the same, young children, adolescent often try to imitate the style of smoking, consuming drugs and alcohol of their favorite character in real life. As per the statistics, more than $20 billion a year is spent in the United States on advertising cigarettes ($13 billion), alcohol ($5 billion), and prescription drugs ($4 billion). Slowly these imitation leads to addiction which become the cause of several psychosomatic and physical health problem. Reiner Hanewinkel reported that even incidental smoking in a very short film trailer might strengthen the attractiveness of smokers in youth who have already tried their first cigarettes.

In sequence of drugs, exposure of media with availability of variety of contents has influenced the sexual life style. The media represent an important access point for birth control information for youth; however, the major networks continue to balk at
airing contraception advertisements at the same time they are airing unprecedented amounts of sexual situations and innuendoes in their primetime programs.\textsuperscript{28} Lots of material in form of graphics, literatures, videos etc. is available effortlessly on sex. Even though they are rated for adults, they can be seen in the hands of teenagers easily. In Thanam sutra (9.13), out of the nine reasons of disease mentioned, one is Indriyarthvikopan i.e. Psychosis towards sex.\textsuperscript{29} Further, in its explanation, 10 types of problems which has been narrated due to uncontrolled desire towards sex includes several diseases, craziness, continuous indulged in its thinking, stressful planning for obtaining the same and the most awful is death.\textsuperscript{30} In 1999, Professors Joanne Cantor and K. Harrison studied 138 university students, and found that memories of frightening media images continued to disturb a significant number of participants years later. Over 90 per cent reported they continued to experience fright effects from images they viewed as children, ranging from sleep disturbances to steadfast avoidance of certain situations.\textsuperscript{31}

\section*{Communicator of Terrorism}

Media is the ocean of information. Internet and television telecast have become the favorite medium of terrorist and anti social organization to terrified the general public and pressurized the government for their unethical demands. Now it has even called as the war field for “ideology, images and perception”. Terrorists are drawn to news media coverage because they desire maximum publicity for their messages and symbolic actions. They achieve the desired maximum coverage by selecting a target and engaging in a kind of symbolic action that is visually dramatic and which is difficult for the news media to ignore. In one of the web postings, the beheading of American Nicholas Berg in Iraq has been shown. The news –website CIA has said that the black-clad militant shown on the video decapitating Berg was Abu Musab al-Zarqawi, a former commander for Al-Qaida leader Osama Bin Laden. A another video showed a shot fired, then the scene of the falling body of what appeared to be a western man ; identified as Robert Jacobs, an American killed by suspected Al-Qaida militants in Saudi Arabia. Two gunmen then fired at least 10 more shots, before one of them kneeled and motioned as if he was beheading the fallen man.\textsuperscript{32}
Telecast of Mumbai’s Taj attack and falling of WTC’s twin centre has created the panic among the general masses. In a stinging rebuke to the electronic media, the supreme court said that driven by commercial interests, tv channels put national security in jeopardy by their "reckless" 24x7 live telecast of security operations against the 10 terrorists during the 26/11 attacks on Mumbai. The court found from the transcripts of conversations between terrorists holed up in Taj hotel, Oberoi hotel and Nariman house and their handlers in Pakistan that the terror masterminds were watching the live telecast and got important inputs about the positioning of security forces.\(^{33}\)

In other words, we can say that terrorism is theatre and the news media, for their part, are seen as unable to resist the chance of a good story, so they obligingly provide extensive coverage of terrorist bombings, hijacks, kidnapping and assassinations.

**Diversion of Attention**

The media often diverts the attention of the people from the real issues to non issues. Media channels are more worried about their TRP ratings rather than the issues of social responsibility often indulge in sensationalizing of news. For example, the news of Amitabh Bachhan going to temple is being covered in wide way than the cracking of a terror module by a Delhi police.\(^ {34}\) In the Indian media the sense of proportion has gone crazy. The Wardha commission states that media, both print and electronic, had also to exercise restraint and screaming headlines should be avoided. It also added that “reporting on communal strife should not do without proper verification or an ordinary crime given a communal twist”. Entertainment got 9 times the coverage that health, education, labour, agriculture and environment together got. Enormous space is given by our media to business, and very little to social sectors like health and education. Most media correspondents attend the film stars, fashion parades, pop music, etc. And very few attend to the lives and problems of workers, farmers, students, sex workers, etc. Recently ‘The Hindu’ published that a quarter million farmer’s committed suicide in the last fifteen years. A Lakme fashion week was covered by 512 accredited journalists. In that fashion week women were displaying cotton garments, while the men and women who grew that cotton were killing...
themselves an hour’s flight from Nagpur in the Vidarbha region. Nobody told that story except one or two journalists locally.³⁵

**Nonviolent Media**

Mahatma Gandhi had said that there is no route to peace, peace is the route. Since wars begin in the minds of men, it is in the minds of men that the defenses of peace must be constructed. Media holds a special position because its raw material is really the public mind and it trades chiefly in moral values.

In the Dasvaikalika-sutra, Mahavira has said that one should not hurt any life in mind, body and speech.³⁶ In Uttaradhyayana Sutra, the same feeling has further elaborated as “in thoughts, words and acts he should do nothing injurious to beings who peopled the world, whether they move or not”.³⁷ In Bhasyam Sutra 1.91, it has been said that pondering over the existence of all living beings, and appreciating that everyone wants to live free from fear, the intelligent one does not indulge in acts of violence properly understanding the principle of the similarity of all other with oneself. Philosophy of nonviolence drives with a vision of considering all beings as unique individuals who cherish and hug their own lives as we do ours. The first duty of media was to provide the news, "uncoloured by any motive". Its second duty was to present "a certain view of public policy" which it believed to be for the good of the state and community. It had an antiquated respect for truth and believed in the moral governance of things. In Jainism, truth means the straightforwardness in deed (physical movement), intension and word and non-discrepant behaviour. The revelation of that truth is called truthfulness.³⁸ A nonviolent media refers to media system which without fear or favour, keeps its readers fully informed, provides space to a plurality of views, promotes thoughtful social values, present violence with due care and restraint and all under the umbrella of truth and fairness. This made Wickman steed to say that the printing and the selling of news is a social service.

Many social science researches have shown that since violence is mostly a learned behavior, nonviolence can also be learned. Psychologist Albert Bandura’s early research revealed that children’s aggressive acts were partly influenced by what they observed.³⁹ As per researchers at Wake Forest University Baptist Medical Centre, the strong association between exposure to violence and the use of violence by young
adolescents illustrates that violence is a learned behaviour. Hence if violence can be learned, its counterpart nonviolence can also be cultured in life. For nurturing the nonviolence in everyday’s life, media has to play a keen role in it. There is famous saying goes "with great power comes great responsibility". As media is one of the most potent and effective medium given its wide reach, effective delivery mechanism and ability to mobilize public opinion, it can prove to be the best medium to promote the nonviolent values among people. It can provide a safer media environment for children by encouraging media literacy, more thoughtful and proactive use of media by children and their parents in enhancing civilizing the heart and thoughts with the feeling of compassion and universal friendliness by developing the balance between the ethical and physical interaction.

Acharya Samantabhadra describes ahimsa as "ahimsa bhutanam jagati viditam brahma paramam," it means ahimsa is the supreme truth for all human beings in this universe. Ahimsa is the foundation of a virtuous life. Neither the individual nor the society can live in peace and happiness without nonviolence. To be sustainable, peace is a commitment to a better future that starts today, on the basis of shared values, through dialogue, tolerance, respect and understanding. This is the foundation upon which to build everyday peace in our neighborhoods and cities, within our societies and between countries. Today peace requires ever more active investments, enlightened leadership, powerful educational values and a progressive media world.

The positive assertive role of media to ally the fear, hatred end-suspicion is essential to generate communal harmony. Nonviolence is very essential while communicating. Careful speech consists in sinless utterance. Sometimes bad words may hurt the feelings of others more deeply than physical behavior. This virtue of nonviolence is to be considered by the media while reporting in times of conflict since events do not travel. Reports do. It is the report of an event that arouses passions among millions of readers and tv watchers. The event is witnessed hardly by a score of persons. The different channels of media are the transmission channels through which fear, suspicion and hatred spread. Similarly, the confidence, trust and sense of security also get transmitted through the same channels.

Media should not cover the incident in such a way as to undermine the people’s trust in government's administrative and police system. Media should also curtail the
rumours. Media should not provoke people again and again by reiterating the same painful story, which has already been forgotten or put in the back store of one's mind. They should keep their personal emotions and thoughts away from the objective analysis.  

The media is indeed doing quite a bit towards promoting communal harmony as a very vital necessity - through debates and dialogues and critiques on violations of this value. It promotes democracy, equality, tolerance and other positive social values through different documentary, case studies etc. On numerous T.V. channels we see debates, the programmes like "Devil's Advocate" hosted by Karan Thapar, "We the People" hosted by Barkha Dutt, and articles written by Vir Singhvi in Hindustan Times are live examples of the breath taking debates. The editorials of several national and serious newspapers are making an impact on the thinking of the educated community. They bring to fore the real living conditions of the minorities and their actual needs. In this process they act as interface between the larger community that is the mainstream community, government and the minority. This is how they create a talking platform and the social fabric is intertwined. Media should facilitate inter religion communication and talks among the religious leaders on the issues of social importance. They should bring forth the best of the practices and cultural diversity of all the communities. Media should also teach us to be tolerant of the cultures and values of other communities which may not be agreeable to us. Media should publish good books, movies and other material which promotes the communal harmony. They should make sure that the content of the media is a healthy one and congenial to the atmosphere of communal harmony and not instigating any section of society and definitely not affecting law and order situation. Furthermore they should give the space and importance to the articles related to the promotion of communal harmony and upliftment of the weaker sections of the country.

Using falsity is one of the biggest reasons of violence through communication. Acharya Amritachandra gives a very good classification of falsehood into four which is completely to be abandoned.

(i) Denial of the existence of a thing with reference to its position, time and nature, for eg. To say—"Deva Datta is not here" (When he is Present).
(ii) Asserting the existence of a non-existent thing with reference to its position, time and nature for eg. To say–"Picher is here" (when it is not actually there).

(iii) Representing a thing as something else as, when a horse is said to be a cow.

(iv) (a) Reprehensible speech (garhita), such as backbitting, harsh, unbecoming, nonsensical, or otherwise uncanonical.

(b) Sinful speech makes another engage in piercing, cutting, beating, ploughing, trading, stealing, etc; it is all sinful because it leads to destruction of life.

(c) Hurtful speech which causes uneasiness, fear, pain, hostility, grief, quarrel or anguish of mind to another person.

Nowadays due to competition and rivalry in the field of media, there is a chance of drifting away from ethics towards TRP and popularity based journalism. Media should put the society’s interests before its own TRP or monetary interests, and not forget humanity for TRP. Media should avoid displaying the false information, sinful speeches, hurtful remarks and unethical comments which outburst the violence among common masses. It should not advertise the programmes which increases the blind faith and social evils. For eg. programmes which motivates for adopting black magic as a solution to problems or to attain prosperity. The media has all the necessary equipment and power at its disposal in spreading the news and information. Hence it should be very sensitive in selecting what to convey and what to restrict.

In current scenario, no other medium has such powerful expression access to reach the larger and wider section of globe as media especially the digital media is having. It can act as a great medium by making the thinking of general masses, friendly towards the sustainable development. Sustainable development requires lots of communication and awareness among people and organisations at ground level. Media having wide range of coverage and easy accessibility to common people can help in accelerating the sustainable development process. It can highlight the sensitive social issues and increases the awareness towards them through healthy social debates and programmes like Satyamev jayate, crime patrol, The Outsider etc. Self control is essential in media so as to restrict the news, informations which can be cause of communal riots,
social disturbances, international tensions or increasing violence among children and youths. It can promote the faith in multidimensional approach of anekant which can help in building a tolerable society. Hence a nonviolent media is an integral requirement which can owe the important responsibility of awareness, education and universal brotherhood by exploring the cultural values, promoting religious harmony, respecting human dignity and equanimity for success of sustainable development project.
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