ABSTRACT

Adolescence are the greatest asset who will shape the future of our country and strengthen the nation so all countries want best for their young generations. Adolescence may be viewed differently from one community or culture to the next.

Adolescents are resilient and resourceful individuals with their own views and evolving decision making capacities. Adolescence is a time to establish healthy attitudes and behaviors of life, it is also a time when job skills may be developed and economic life begins.

Mass Media means all forms of audio and visual information, watching television, using the internet, playing video games, reading books magazines and newspapers, seeing movies, listening radio and CDs, therefore it is a mean of communication.

Mass media plays a very important role in our daily lives. Media takes place of real interaction with parent, peers, and teachers. This is a real concern with teenagers because they are entering a period of their lives in which they are dealing with a new problems of their own puberty and improving their personal potentialities as creativity and personality.

In creativity mass media helps adolescents to foster their ability for creativity throughout life whether in art or other personal construction through media creative people like to explore things mentally and try out lots of possibilities. Creative people are more flexible and fluent the convergent thinkers and do not confine themselves to the information at hard. This presents a richer flow of idea and as a result it opens up a way towards solution that is novel and hence creative.

It is true that personality is influenced by mass media. Personality development is an enormously complicated process, influenced by a vast number of interrelated and continually interacting factor.

The integral role of media in our daily lives and adolescents constant exposure to various type of media contents and this is an evaluation of T.V. and other source of mass media as an important factor in the development of adolescents. It also help in shape their personality (Introversion-Extraversion) and creativity.
OBJECTIVE OF THE STUDY

6.1. To study the general profile of the selected adolescents.

6.2. To study the various source of mass media.

6.3. To assess the different media used in creativity and personality of the selected adolescents.

6.4. To compare the creativity and personality between various groups of mass media among the adolescents.

6.5. To correlate the quantitative characteristics of the selected adolescents with creativity and personality in various groups of mass media.

METHODOLOGY

Three hundred adolescents 18 to 21 years were selected for this study from Bulandshahr city using Multistage Stratified Random Sampling Techniques. Keeping the objectives and nature of the study in view, the `Descriptive Survey' method of research has been adopted.

TOOLS USED IN THE STUDY

In the present study one interview schedule developed by researcher containing general information about respondent and mass media was used and Two standardized schedules namely verbal test of creativity thinking (TCW) by Baqer Mehdi and personality inventory developed by Dr. Y. Singh were used to assess the creativity of late adolescents for collecting data.

After getting the required information, the collected data were coded, tabulated and analyzed. The various statistical techniques i.e. the mean, standard deviation and test of significance (t-test and chi-square-test) were used for drawing valid conclusions.
FINDINGS

Findings related to general profile of the selected adolescents:

* Out of 300 respondents, 50.00% each were male and female adolescents respectively.

* Out of 300 respondents, majority (59.33%) were using television as mass media, followed by (23.00%) newspaper and the minimum (17.67%) were using newage media. Among the males, majority (58.00%) were using television, followed by (22.67%) newspaper and the minimum (19.33%) were using newage media. Similar pattern regarding the use of media was observed among female adolescents.

* Out of 300 students, majority (59.00%) was in the age group of 20-21 years and remaining (41.00%) were in the age group of 18-19 years. Among the adolescents aged 18-19 years, majority (56.04%) were using television as mass media, followed by (17.89%) newspaper and the minimum (17.07%) were using newage media. Similar pattern regarding the use of media was also observed among the adolescents aged 20-21 years.

* Out of 300 students, majority (70.67%) was belonging to nuclear families and remaining (29.33%) were from joint families. Among the adolescents of nuclear families, majority (59.43%) were using television as mass media, followed by (23.11%) newspaper and the minimum (17.46%) were using newage media. Similar pattern regarding the use of media was also observed among the adolescents belonging to joint families.

* Out of 300 students, majority (68.00%) was belonging to general caste and remaining (32.00%) were from other caste. Among the adolescents of general caste, majority (52.94%) were using television as mass media, followed by (25.49%) newspaper and the minimum (21.57%) were using newage media. Similar pattern regarding use of media was observed among adolescents of other caste.

* Out of 300 respondents, majority (69.33%) was of 1-2 birth order and remaining (30.67%) were of 3rd birth order and above. Among the adolescents of 1-2 birth order,
majority (56.73%) were using television as a mass media, followed by (28.37%) newspaper and minimum (14.90%) were using newage media. Among the adolescents of 3rd birth order and above, majority (65.22%) was using television as a mass media, followed by (23.91%) new age media and minimum (10.87%) were using newspaper.

* Out of 300 respondents, majority (55.67%) had 3 siblings and above and remaining (44.33%) had 1-2 siblings. Among the adolescents having 1-2 siblings, majority (62.41%) were using television as mass media, followed by (21.05%) newspaper and minimum (16.54%) were using newage media. Among the adolescents having 3 siblings and above, majority (56.89%) were using television as mass media, followed by (24.55%) newspaper and minimum (18.56%) were using newage media.

* Out of 300 respondents, majority (52.33%) were belonging to families having monthly income of below Rs. 15,000 and remaining (47.67%) were belonging to families having monthly income of Rs. 15,000 and above. Among the adolescents belonging to families having monthly income of below Rs. 15,000, majority (59.24%) were using television as a mass media, followed by (34.30%) newspaper and minimum (6.37%) were using newage media. Among the adolescents belonging to families having monthly income of Rs. 15,000 and above, majority (59.44%) were using television as a mass media, followed by (30.07%) newage media and minimum (10.49%) were using newspaper.

**Findings related to various source of mass media:**

* Out of 300 adolescents, majority of them (80.0%) were of the opinion that mass media is all the above (way of communication, give information and give entertainment), followed by (7.0%) each give information and entertainment respectively and minimum (6.00%) were of the opinion that mass media is way of communication.

* Regarding the print media, majority of the adolescents (66.7%) awarded about it, followed by 26.7% a little and the minimum (6.6%) did not know about print media.

* Out of 300 adolescents, majority of them (68.7%) knew about electronic media, followed by (16.3%) a little and the minimum (15.0%) did not know about electronic media.
* Out of 300 adolescents, majority of them (64.0%) knew about newage media, followed by (21.0%) a little and the minimum (15.0%) did not know about newage media.

* Out of 300 adolescents, majority of them (45.0%) were of the opinion that newage media is the best followed by (26.0%) electronic media and minimum (5.0%) were of the opinion that none of the media is best.

* Out of 300 adolescents, majority of them (96.33%) were using television, followed by (60.0%) newage media and minimum (55.0%) were using newspaper based on adolescents use multiple media types. Also, as per study on the preference of media, Out of 300 adolescents majority of them (59.4%) gave Good preference to television followed by (23.0%) to newspaper and minimum (17.6%) adolescents gave Good preference to newage media. Further, (38.02%) adolescents have given average preference to newage media, followed by (33.23%) to Television and (28.74%) to Newspaper. Whereas (50.75%) adolescents have given no preference to newspaper, (45.11%) to newage media and minimum (4.13%) adolescents gave no preference to Television.

* Out of 300 adolescents, majority of them (59.4%) used television, followed by (23.0%) newspaper and minimum (17.6%) used newage media.

* Out of 300 adolescents, majority of them (37.7%) were using media for the last three years, followed by (35.0%) four years and above and minimum (9.6%) were using media for the last one year.

* Out of 300 adolescents, majority of them (46.3%) spent 2-4 hours for using media, followed by (43.7%) below two hours and minimum (1.3%) spent 6-8 hours for using media.

* Out of 300 adolescents, majority of them (49.0%) used media for education purpose, followed by (23.3%) for entertainment and minimum (5.0%) used media for creation. 22.7% of the adolescents used media for the personality development.
* Out of 300 adolescents, majority of them (53.0%) informed that personality is affected by television, followed by (36.3%) of newage media and minimum (10.7%) informed that personality is affected by newspaper.

* Out of 300 adolescents, majority of them (53.3%) informed that creativity is affected by television, followed by (39.0%) of newage media and minimum (5.7%) informed that creativity is affected by newspaper.

Findings related to different media used in creativity and personality of the selected adolescents:

* Mean scores of creativity of fluency, flexibility and originality were found to be 21.72, 17.88 and 10.01 respectively among the selected adolescents in the present study. Regarding creativity of fluency, majority of the adolescents were belonging to average category, followed by low category and minimum were belonging to high category. While creativity of flexibility and originality, majority of them were belonging to averages category followed by high category and minimum were belonging to low category.

* Mean scores of extraversion and introversion personality were found to be 25.56 and 27.34 respectively among the selected adolescents in the present study. Regarding extraversion personality, majority of the adolescents were belonging to average category, followed by high category and minimum were belonging to low category. While introversion personality, majority of them were belonging to averages category, followed by low category and minimum were belonging to high category.

Findings related to compare the creativity and personality between various groups of mass media among the adolescents:

* The mean scores of creativity towards fluency, flexibility and originality were found more among the adolescents using newage media, followed by the adolescents using newspaper and the minimum were recorded by the adolescents using television as media.
* The mean scores of extroversion personality was found more among the adolescents using newspaper, followed by the adolescents using television and the minimum was recorded by the adolescents using newage media. The mean scores of introversion personality was found more among the adolescents using newage media, followed by the adolescents using television and the minimum was recorded by the adolescents using newspaper.

* The mean scores of creativity towards fluency, flexibility and originality were found more among male adolescents using newage media, followed by the adolescents using newspaper and the minimum were recorded by the adolescents using television as media.

* The mean scores of creativity towards fluency, flexibility and originality were found more among female adolescents using newage media, followed by the adolescents using newspaper and the minimum were recorded by the adolescents using television as media.

* The mean scores of extroversion personality was found more among male adolescents using newspaper, followed by male adolescents using television and the minimum was recorded by male adolescents using newage media. The mean score of introversion personality was found to be more among male adolescents using newage media, followed by the adolescents using newspaper and the minimum was recorded by male adolescents using television.

* The mean scores of extroversion personality was found to be more among female adolescents using newspaper, followed by male adolescents using television and the minimum was recorded by female adolescents using newage media. The mean scores of introversion personality was found to be more among female adolescents using newage media, followed by female adolescents using television and the minimum was recorded by male adolescents using newspaper.

* The mean scores of creativity towards fluency, flexibility and originality were found more among adolescents aged 18-19 years using newage media, followed by the adolescents aged 18-19 years using newspaper and the minimum were recorded by the adolescents aged 18-19 years using television as media.
* The mean score of creativity towards fluency was found more among adolescents aged 20-21 years using newspaper, followed by the adolescents aged 20-21 years using newage media and the minimum was recorded by the adolescents aged 20-21 years using television as media. The mean scores of creativity towards flexibility and originality were found more among adolescents aged 20-21 years using newage media, followed by the adolescents aged 20-21 years using newspaper and the minimum were recorded by the adolescents aged 20-21 years using television as media.

* The mean score of extroversion personality was found more among adolescents aged 18-19 years using newspaper, followed by adolescents aged 18-19 years using television and the minimum was recorded by adolescents aged 18-19 years using newage media. The mean score of introversion personality was found more among adolescents aged 18-19 years using newage media, followed by the adolescents using television and the minimum was recorded by adolescents aged 18-19 years using newspaper.

* The mean score of extroversion personality was found more among adolescents aged 20-21 years using newspaper, followed by adolescents aged 20-21 years using television and the minimum was recorded by adolescents aged 20-21 years using newage media. The mean score of introversion personality was found more among adolescents aged 20-21 years using newage media, followed by the adolescents using newspaper and the minimum was recorded by adolescents aged 20-21 years using television.

* The mean scores of creativity towards fluency, flexibility and originality were found more among adolescents of nuclear families using newage media, followed by the adolescents of nuclear families using newspaper and the minimum were recorded by the adolescents of nuclear families using television as media.

* The mean scores of creativity towards fluency and flexibility were found more among adolescents of joint families using newspaper as compared to adolescents of joint families using television and newage media while mean score of creativity towards originality was found more among adolescents of joint families using newage media as compared to adolescents of joint families using newspaper and television as media.
* The mean score of extroversion personality was found more among adolescents of nuclear families using newspaper, followed by adolescents of nuclear families using television and the minimum was recorded by adolescents of nuclear families using newage media. The mean score of introversion personality was found more among adolescents of nuclear families using newage media, followed by the adolescents of nuclear families using television and the minimum was recorded by adolescents of nuclear families using newspaper.

* The mean score of extroversion personality was found more among adolescents of joint families using newspaper, followed by adolescents of joint families using television and the minimum was recorded by adolescents of joint families using newage media. The mean score of introversion personality was found more among adolescents of joint families using newspaper, followed by the adolescents of joint families using newage media and the minimum was recorded by adolescents of joint families using television.

* The mean scores of creativity towards fluency and flexibility were found more among adolescents of general caste using newage media, followed by the adolescents of general caste using newspaper and the minimum were recorded by the adolescents of general caste using television as media. While the mean scores of creativity towards originality were found more among adolescents of general caste using newage media, followed by the adolescents of general caste using television and the minimum were recorded by the adolescents of general caste using newspaper.

* The mean score of creativity towards fluency was found more among adolescents of other caste using newspaper, followed by the adolescents of other caste using newage media and the minimum was recorded by the adolescents of other caste using television as media. While the mean scores of creativity towards flexibility and originality were found more among adolescents of other caste using newage media, followed by the adolescents of other caste using newspaper and the minimum were recorded by the adolescents of other caste using television as media.

* The mean score of extroversion personality was found more among adolescents of general caste using newspaper, followed by adolescents of general caste using television and the minimum was recorded by adolescents of general caste using newage media. The mean score of introversion personality was found more among adolescents of general caste using newage media, followed by the adolescents of general caste using newspaper and the minimum was recorded by adolescents of general caste using television.
The mean score of extroversion personality was found more among adolescents of other caste using newspaper, followed by adolescents of other caste using television and the minimum was recorded by adolescents of other caste using newage media. The mean score of introversion personality was found more among adolescents of other caste using newage media, followed by the adolescents of other caste using television and the minimum was recorded by adolescents of other caste using newspaper.

The mean scores of creativity towards fluency, flexibility and originality were found more among adolescents of 1-2 birth order using newage media, followed by the adolescents of 1-2 birth order using newspaper and the minimum were recorded by the adolescents of 1-2 birth order using television as media.

The mean scores of creativity towards fluency, flexibility and originality were found more among adolescents of 3 birth order and above using newage media, followed by the adolescents of 3 birth order and above using television and the minimum were recorded by the adolescents of 3 birth order and above using newspaper as media.

The mean score of extroversion personality was found more among adolescents of 1-2 birth order using newspaper, followed by adolescents of 1-2 birth order using television and the minimum was recorded by adolescents of 1-2 birth order using newage media. The mean score of introversion personality was found more among the adolescents of 1-2 birth order using newage media, followed by the adolescents of 1-2 birth order using television and the minimum was recorded by the adolescents of 1-2 birth order using newspaper.

The mean score of extroversion personality was found more among adolescents of 3 birth order and above using newspaper, followed by adolescents of 3 birth order and above using television and the minimum was recorded by the adolescents of 3 birth order and above using newage media. The mean score of introversion personality was found more among the adolescents of 3 birth order and above using newage media, followed by the adolescents of 3 birth order and above using television and the minimum was recorded by the adolescents of 3 birth order and above using newspaper.
* The mean scores of creativity towards fluency, flexibility and originality were found more among adolescents of 1-2 siblings using newage media, followed by the adolescents of 1-2 siblings using television and the minimum were recorded by the adolescents of 1-2 siblings using newspaper as media.

* The mean scores of creativity towards fluency was found more among adolescents of 3 siblings and above using newspaper, followed by the adolescents of 3 siblings and above using newage media and the minimum were recorded by the adolescents of 3 siblings and above using television as media. The mean scores of creativity towards flexibility and originality were found more among adolescents of 3 siblings and above using newage media, followed by the adolescents of 3 siblings and above using newspaper and the minimum were recorded by the adolescents of 3 siblings and above using television as media.

* The mean score of extroversion personality was found more among adolescents of 1-2 siblings using newspaper, followed by adolescents of 1-2 siblings using television and the minimum were recorded by the adolescents of 1-2 siblings using newage media. The mean score of introversion personality was found more among the adolescents of 1-2 siblings using newage media, followed by the adolescents of 1-2 siblings using television and the minimum were recorded by the adolescents of 1-2 siblings using newspaper.

* The mean score of extroversion personality was found more among adolescents of 3 siblings and above using newspaper, followed by adolescents of 3 siblings and above using television and the minimum was recorded by the adolescents of 3 siblings and above using newage media. The mean score of introversion personality was found more among the adolescents of 3 siblings and above using television, followed by the adolescents of 3 siblings and above using newage media and the minimum was recorded by the adolescents of 3 siblings and above using newspaper.

* The mean scores of creativity towards fluency was found more among adolescents having family monthly income below Rs.15000 using newspaper, followed by the adolescents having family monthly income below Rs.15000 using newage media and the minimum were recorded by the adolescents having family monthly income below Rs.15000 using television as media. The mean scores of creativity towards flexibility and originality were found more among adolescents having family monthly income below Rs.15000 using newage media, followed by the adolescents having family monthly income below Rs.15000 using newspaper and the minimum were recorded by
the adolescents of having family monthly income below Rs.15000 using television as media.

* The mean scores of creativity towards fluency was found more among adolescents having family monthly income of Rs.15000 and above using newage media, followed by the adolescents having family monthly income of Rs.15000 and above using newspaper and the minimum were recorded by the adolescents having family monthly income of Rs.15000 and above using television as media. The mean scores of creativity towards flexibility and originality were found more among adolescents having family monthly income Rs.15000 and above using newage media, followed by the adolescents having family monthly income of Rs.15000 and above using newspaper and the minimum were recorded by the adolescents of having family monthly income of Rs.15000 and above using television as media.

* The mean score of extroversion personality was found more among adolescents having family monthly income below Rs.15000 using newspaper, followed by adolescents having family monthly income below Rs.15000 using television and the minimum was recorded by the adolescents having family monthly income below Rs.15000 using newage media. The mean score of introversion personality was found more among the adolescents having family monthly income below Rs.15000 using newage media, followed by the adolescents having family monthly income below Rs.15000 using newspaper and the minimum was recorded by the adolescents having family monthly income below Rs.15000 using television as media.

* The mean score of extroversion personality was found more among adolescents having family monthly income of Rs.15000 and above using newspaper, followed by adolescents having family monthly income of Rs.15000 and above using television and the minimum was recorded by the adolescents having family monthly income of Rs.15000 and above using newage media. The mean score of introversion personality was found more among the adolescents having family monthly income of Rs.15000 and above using newage media, followed by the adolescents having family monthly income of Rs.15000 and above using television and the minimum was recorded by the adolescents having family monthly income of Rs.15000 and above using newspaper as media.
Findings related to correlate the certain selected variables with creativity and personality in various groups of mass media among the adolescents:

* Significant and positive correlations were observed between age with creativity of fluency, flexibility and originality among the adolescents using news paper.

* Positive and significant correlations were observed between the age with creativity of fluency, flexibility and originality among the adolescents.

* Significant and negative correlation was observed between birth orders with introversion personality among the adolescents using television. However, insignificant and positive correlation was observed between the birth orders with extroversion personality among the adolescents using television.

* Significant and positive correlation was observed between number of family members with introversion personality among the adolescents using newspaper while negative and significant correlation was observed between numbers of family members with extroversion personality among the adolescents using newspaper.

* Significant and positive correlation was observed between creativity of originality among the adolescents using newspaper. However, insignificant and positive correlations were observed between creativity of fluency and flexibility among the adolescents using newspaper.

* Significant and positive correlations were observed between creativity of fluency, flexibility and originality among the adolescents using television.

* Significant and positive correlations were observed between creativity of flexibility and originality among the adolescents using newage media. However, insignificant and positive correlation was observed between family monthly income with creativity of fluency among the adolescents using newage media.

* Significant and positive correlation was observed between extroversion personality and originality among the adolescents using news paper. However, insignificant and
negative correlation was observed between introversion personality among the adolescents using newspaper.

* Significant and positive correlation was observed between introversion personality among the adolescents using television. However, significant and negative correlation was observed between family monthly income with extroversion personality among the adolescents using television.

LIMITATION

Every study is not complete in itself and it is bound to some limitations which depend on resources of the investigator and they are termed as delimitations of the study. Following were the delimitations of the present study:

1. The study was conducted only on 300 adolescents aged 18 to 21 years from Bulandshahr city; hence the findings of the study cannot be generalized to other districts of Uttar Pradesh and other states of India.

2. The sample size was limited to 300 adolescents because the present study was undertaken by a single researcher and it had to be completed within the specified time.

3. The study is limited to sample of 150 male and 150 female adolescents only.

4. The present research work has been conducted with reference to mass media and creativity and personality among adolescents.

5. Due to time limitation data for the study has been collected only through interview with the help of self constructed and standardized schedule.
SUGGESTIONS FOR FURTHER STUDY

Every research work always needs more study to make the research work complete and final in itself. There are always chances for further study to break through new fields. The results of the research have convinced to the researcher about the need for continuation of study in this field. A few suggestions are given below in this connection.

1. Further research can be conducted on a large sample as in the present study a sample of 300 adolescents aged 18-21 years were taken.

2. A similar study can be undertaken on a large scale by covering an adolescents population in other parts of the state.

3. A comparative study may be conducted on the adolescents living in homes and hostlers in respect to effect of mass media on creativity and personality.

4. A comparative study of the early adolescents can be undertaken between various areas in the district and various districts in the state.

5. A comparative study may be conducted on the adolescents belonging to rural and urban areas in respect to effect of mass media on creativity and personality.

6. A similar study can be undertaken on other sources of mass media and its effect on creativity and personality of adolescents.