INTRODUCTION
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"Adolescence is the transition stage between childhood and adulthood. It is characterized by rapid physical, social and psychological changes, increasing personal autonomy, social experimentation, idealism conflict and personal uncertainty and identity formation via peer emoluments.

The word Adolescence comes from the Latin word "adolescere" meaning a state of emancipation which means "to grow or "to grow to maturity". Adolescence is the process of growing up from childhood into adulthood, came to be recognized as a distinct phase of life span. It is generally considered to begin at about age 12 or 13 and to end in the late teens or early twenties. This transition involves biological (i.e. pubertal and psychological) change.

Puberty is the period of human development during which physical growth and sexual maturation occur. Puberty marks the point in human development where both males and females gain the capability to procreate. Puberty occur during adolescence (J. Ricker Polsdorfer).

The teenager years are from age 13 to 19. The end of adolescence and the beginning of adulthood varies by country and by function and furthermore even with a single nation, state or culture there can be different age at which an individual is consider to be (chronologically and legally) mature enough to be entrusted by society with certain tasks.

It is customary to regard adolescence as beginning when children become sexually mature and ending when they reach the age of legal maturity. However, studies of changes in behaviour, attitudes and values throughout adolescence have revealed not only that these changes are more rapid in the early than in the latter part of adolescence but also that the behaviour, attitudes and values in the early part of the period are markedly different from those in the latter part.

Adolescence is usually accompanied by an increased independence allowed by the parents or legal guardians and less supervision, contrary to the preadolescence stage.

Adolescence itself is a moving target. It is an off repeated nugget of social wisdom that the use of the term to refer to the transitional stage between childhood and adulthood. (G. Stanley Hall).
Stanley Hall (1904) characterized this period as one of "storm and stress" that reflected the turbulent growth and rapid change found in modern societies.

Hurlock (1978) 'Adolescence' is the span of year between childhood and adulthood. It begin at about 13 and end at either the late teens or early twenties.

Jursild (1978) "Adolescence" is the period through which a growing person makes transition from childhood to maturity.

Adolescence today is seen in contradictory term. On the one hand it is portrayed as especial time of increased freedom from adult supervision, a time when one comes into one's own as an autonomous person and life is fun and energy is abundant. On the other hand, it is described as a difficult period marked by conflict with adults, wide swings in emotions, confusion about one's place in the scheme of things, stressful in terms of self esteem, and rife with dangerous hazards such as pregnancy and drug use.

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 generation. Adolescence may be viewed differently from 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 behaviours of life. It is also a time when job skill may be developed and economic life begins.

Adolescence is a phase of physical maturity and a progress towards mental intellect and emotional maturity and increasing self direction. It is period of great emotional stage of psychological and mental development.

**According to Hurlock there are two stage of adolescence period.**

**I. Early Adolescence:** It starts from 13 to 16 years. They are totally influenced by their playmates in this period and body changes take place in this period.

**II. Late Adolescence:** This period begins from 17 to 21 years. The adolescent years are sometimes pronounced as youth.

Late adolescents characterized by a tapering off physical growth, but the individual psychological development continues in many and complex ways. As he faces the need to decision making and choices and eminent necessity of adjusting to the demand of society as an adult.
Characteristics of late adolescence:

* Physiological development is generally complete. Greater emotional stability height may continue to develop for a short time in males.

* Less concerned about their body as puberty ends.

* Develop clear sexual identity is very concerned about serious relationship and develops the capacity for tender and sensual love.

* Adolescents in this age group often turn to the family and realize that their parents can be their best friends. This is especially true if both the adolescents and parents show mutual respect for each other. The peer group fades in importance and is replaced by a few good friends.

* Young adult will start to listen parents’ advice again. They may even seek out their parents’ opinions as parents accept adolescents as a young adult.

* Teens this age begin to realize their mortality and begin to worry about the future. Some still think they are invincible. There may be less participation in risky behaviour. Relationship with parents improves for another reason. The adolescents have established a sense of identity and are no longer threatened by seeking their parents’ advice or counseling.

* Peer group less influential one on one dating becomes more important, and late adolescents may develop a more intimate relationship with someone.

* Has greater ability to express ideas rather than acting out. Their value system is also changing often idealistic causes are embraced with conviction. Peer-group relationship is replaced by individual friendships.

* Begins to thank seriously about carrier goals: very concerned about the future world of work becomes very real for those who do not plan for college.

* Encouragement of any special athletic, artistic, academic, or musical talents will help develop a good self-esteem.

* Rapidly emerging ability to make independent decision and to compromise but they still have a long way to go. Takes pride in their work and some can be self reliant.

The present period is the stage of information and technology. Everyone in the world is being influenced by this advanced technology and each wants to remain acknowledged
with the information being provided through mass media. The mass media as term is an agency to disseminate information for the purpose. Dictionary of Oxford Defines "Mass Media" as a medium through which mass ages are transmitted from a central point to the client for whom it is meant."

Today adolescents spend an average more than 6 hours a day with mass media on television, computer, videotape, movies and video games (Robert 1999, Wodword 2000)

Media take place of real interaction with parents, peers and teachers. This is a real concern with teenagers because they are entering in 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. If they need or seek answer related to this then they may naturally turn to media and its message to tell them, 'what to do' but all are possible by communication.

Communication is the process of conveying message (facts, ideas, attitudes and opinions) from one person to another.

"Communication is an exchange of facts, ideas opinion or emotion by two or more person" (Newman and Summer).

Communication is the art of transmitting, information, ideas and attitudes from one person to another. Each of us communicates with another individual by directing a message to one or more of his sense, sign, sound, touch taste, speech or smell, when we smile we communicates a desire for friendliness, the tone in which we say "Good Morning" can indicate findings all the way from hostility to warm pleasure and the words are choose to speaking or writing convey a message we want to put across to other person. The more effectively we select and deliver those words the better is our communication with him or her.

Mass communication means delivering information ideas, attitudes to a audience through the use of the media developed for a purpose.

Mass media is any medium used to transmit Mass Communication or in twentieth century mass media means newspaper, motion picture radio, television, magazine, computer and internet. All of which have technical capacity to deliver information to billion of people.

Mass media defined as the technological means of information ideas opinion etc.
"The hand that rules, the press the radio, the screen and far spread magazine rules over the country" according to Learned Hand (1942).

"Mass media is a deceptively simple term encompassing a countless array of institutions and forms of information communicated to large group of people. Mass media are common denominators. They serve the interest of the large group".

Mass media denotes a section of the media especially designed to reach a very large audience such as population of a nation state. The term was coined in the 1920s with the advent of nationwide radio network, mass circulation, newspaper and magazine. However some forms of mass media such as books and magazine had already been in use centuries. The term public media has a similar meaning it is the sum of the public mass distributors of news and entertainment across media such as newspaper, radio, broadcasting includes.

Mass media are tool for the transfer of information, concepts and ideas to both general and specific audience and also give entertainment and advertisement.

A medium is called as mass medium when it reaches above 50 million people (Chundi and Srivastava, 2000)

The medium is the message as a means of explaining how the distribution of a message their ability to reach a wide audience with a strong influential message.

The history of mass media can be said that started from the ancient Greece, philosopher, generals and politicians of the ancient society discuss and after spread to the public.

The ancient Greek Drama and poetry can be considered as a form of mass media communicates a message to the society.

Print media started in 1780, radio broadcasting initiated in 1927, and the screening of Auguste and Lowis Lumiere moving picture in Bombay initiated during the July of 1895 is among the oldest and largest media of the world. India media private media in particular has been free and independent throughout mist of its history. The period of emergency (1975-1977) declared by Prime Minister Indira Gandhi was the brief period when India's media was faced with potential government retribution.

Mass media are media, which can be used to communicate and interact a large number of audiences. Be it the pictorial message of the early age, or the high technology. Media that is available today. Mass media are an inseparable part of our lives. Some of different types of mass media are:
Print Media - The print media include newspaper, magazine, newsletter, books and even leaflets and pamphlets. Although it is said that the electronic or new media have replaced the print media, there exists a majority of guidance who prefer the print media for various communication purpose. Public seeking and event organizing can also be considered as a form of mass media.

Electronic Media - For many people, it is impossible to imagine a life without their television sets, be it the daily news does or even the soap operas. The mass media includes television and radio. This category also includes electronic media like movies, CDs and DVDs as the new hottest electronic gadgets.

New-age Media - With the advent of new technologies like internet we are now enjoying the benefits of high technology mass media which is not only faster than the old-school mass media, but also has a widespread range. Mobile phones, computers and internet are often referred to as the new age media. Internet has opened up several new opportunities for mass communication which include e-mail, websites, internet and many other mass media which are booming today.

Gitten 2002 stated that media are of many forms of communicates which comprised of print media, electronic media and information technology. Print media includes newspaper, magazine, pamphlets, leaflets etc. Audio visual media includes radio, television, cable network audio cassettes, video games and information technology includes computer internet and various other magnetic data storage device. All media have a common ability to provide information and make communication possible over large distance.

Mass media plays a crucial role in forming and reflecting public opinion, connecting the world to individuals and reproducing the self image of the society.

The importance of mass media in our environment for better or for worse is mass media oriented. Mass media has becomes significant source of information technology. It has occupied a wide range of specific fields. There is no area of general information which is unknown for dissemination by the mass media.

Young people are in stage of life where they want to be accepted by their peer, they want to be loved and be successful. Adolescence exposure to media varies considerable depending on there age, parental viewing habit and socio economic status.

There are many ways to approach about mass media today using by the case of the commercialization, animation, and media culture. Animation television and computer are the facts of life for today's people especially adolescents.
There are various effects of mass media on the adolescents at large since mass media is used to communicates and interact with people from various walk of life print media, electronic media and the internet are all part of mass media which can give personal phenomenal exposure and this can give a result in various effect of the mass media on the adolescents.

Adolescents are vigorous users of the information broadcast in media (Fitzarris, 2004).

Media in today's world have both positive and negative implication. Media not only helps the adolescents to become aware of the current event but also allow them to evaluate the burning issue. Adolescents are getting maximum benefits out of media only if they use media as a proper channel to express this news.

Media plays a substantial role in the attitudes behaviour and physical aspects of youth media plays a very important role in creating awareness it helps in providing information. There are certain issues which remain untouched among youngsters as they feel regarded concerning it.

Over the last decade the daily experience of adolescents has been transformed by developments in electronic media, including the computer, the internet and cell phones. Relative rarities only a generation ago they are the daily tool of communication, information and amusement for a majority of adolescents. Beyond access content and capabilities have expanded. Even television long a ubiquitous presence in the world has seen content change and has grown dramatically (Brett Brown and Pilar Marin, 2009).

There are many forms of mass media but in the study more concentration will be given on newspaper, T.V., Computer and internet.

Newspaper developed around from 1612, with finest example in English in 1620 but they took the nineteenth Century to reach a mass audience directly.

The first major newspaper in India - The Bengal Gazette was started in 1780 under the British Raj. Other newspaper such as The India Gazette, The Calcutta Gazette, The Madras Courier (1785). The Bombay Herald (1789) etc. Soon followed. These newspaper carried news of the areas under the British rule. The time of India was founded in 1838 as the Bombay Times and Journal of commerce by Benett, Coleman and company, a colonial enterprises now owned by an Indian conglomerate. The times group publishers. The Economic times (Launched in 1961) Navbharat Times (Hindi language) and the Maharashtra Times (Marathi language).
During the 1950, 214 daily newspapers were published in the country. Out of these 44 were English language dailies while the rest were published in various regional languages. This number rise to 2856 dailies in 1990 with 209 English dailies. The total number of newspapers published in the country reached 35,595 newspapers by 1993 (3,805 dailies)

The main regional newspaper of India include the Malayalam Language, Malayalam Manorona (published from Kerala daily circulation 673,000) The Hindi language Danik Jagran (Published from Uttar Pradesh daily circulation in 2006,580,000) and the Anandabazar Patrika (Published from Kolkata, daily circulation in 2006, 435,000. The time of India group, The time of India Group, The Indian Express group, the Hindustan Times Group and the Anandabazar patrika group are the main print media houses of country.

Newspaper sale in country nearest by 11.22% in 2007. By 2007 62 of the world's best selling newspaper dailies were published in China, Japan, and India. India consumed 99 million newspaper copies as of 2007—making the second largest marked in the world for newspaper.

A newspaper are typically daily or weekly publication that contains news and opinion of current event featuring articles and advertising usually printed on low cost paper called newsprint. It maybe general or special interest, must often published daily or weekly, in newspaper the focus is upon the community, the nation and sometimes even the world.

Newspaper describe the economic policies of the government for example they describe import and export policies, its plans for future economic development and the prices of different things fixed by the it, and so on our newspaper have always reported in details the economic policies of our different government in the folds agriculture, industry and commerce.

Newspaper gives a true picture of society. They describe the activities of the people in different fields like education, business, industry, law, medicines science and so on. They tell us about the activities of students and teachers, businessman, industrialists, lawyer, doctors, scientist and all categories of working people. Newspaper tells about the political economic and social change in different countries. They give description of change government and resolution of different part of the world. Newspaper gives knowledge about education, science and medicines.
Newspaper and newspaper advertising has been most important tool in shaping the growth and development of any society in the modern world, they have been very instrumental in bridging the communication gap between people that contributes to the air of awareness in a society.

Newspaper is more than a sheet of paper lined with ink. Their production hold a much greater than providing profit for the company. It is through the reading of the newspaper that society is informed of the events going in the world granted this information is also easily, attained by the flip of television, switch or the turn of the radio knob, however newspaper provide its audience for more in depth details of the happenings in the community, state, country and the world. Newspaper offers a window to the outside world.

Newspaper still plays a vital role even the changing in technologies creating challenge and opportunities for this media. Newspaper is main source of handy information providing up to the date information. Everyone can offer to buy it. Newspaper gives the sophisticated approach towards liken social, political, economical and entertainment framework. It provides knowledge, information available to all ages and status, because it is not necessary that everyone have computer, internet resource. It is global need of every culture.

Newspaper reflect and builds a particular identity of though and reality. It also motivates the development of regulatory in adolescence. It develops awareness and knowledge of the events across the world.

Amongst all the mass media today television attracts the largest number of viewers. It audience is greater in size than any of the other media audiences this is because television is able to attract the audience of all age group literate and of all the strata of the society.

Television is the transmission of visual images of moving and stationary objects generally with accompanying sound as electromagnetic waves and the re-conversion received waves into visual images. Television broadcasting has a large amount of control over the content society watches and the times in which is viewed. Television has become a source of valuable information.

Television came to India on September 15, 1959 with experimental transmission from Delhi and complete broadcasting followed in 1965. It was a modest and low power transmitter. The funding of Rs. 20,000 equipment was offered by United States one hundred and eighty teleclubes were set up with in the range of 40 kilometers of
transmitter. Every club was provided with a television set by UNESCO. All India Radio provided the engineering and the programme professional.

Experiments in television broadcasting were initiated during the 1920s in the United States and Europe. These experiments used a mechanical scanning disc that did not scan a picture rapidly enough. In 1923 however, came the invention of the iconoscope, the electric television tube.

The inventions of the kinescope or picture tube. The electronic camera and television home receivers arrived in rapid succession during the next few years and by the 1930s the National Broadcasting Corporation (NBC) had set up a television station in a New York. Germany and France too established television station around the same time.

The Akashvani Auditorium was converted into the studio from where the regular programmes of India. Televisions were put on the air although the first experimental programmes were telecast from a makeshift studio in Akashvani Bhavan. The service itself was also known as a pilot project, aided by UNESCO because the programmes put on mere two days a week, was intended to be experimental in nature to test the efficacy of television medium in carrying relevant and useful message of social education to the power section of society.

In 1961 television programmes for teachers were started. A daily one hour service with a news bulletin was started in 1965 including entertainment programmes. In 1967 rural programmes and Krishi Darshan were started for farmers in 80 village teleclubs in Delhi and Haryana.

Television in India, through its programmes presents a composite national picture and perspective of India’s rich culture heritage and diverse thinking. They represent various religions and culture expression and activities of people, belonging to different part of India in the community, state, country and the world. Newspaper offer a window to the outside world.

The Ministry of Information and Broadcasting owned and maintained the audio apparatus—including the television channel Doordarshan—in the country prior to the economic reforms 1991. The Government of India played a significant role in using the audio-visual media for increasing mass education in India’s rural swathes. Projected television screens provided engaging education in India’s villages by the 1990.

Following the economic reforms satellite television channels from around the world—including BBC, CNN, CNBC, PTV and other foreign television channels gained a foothold in the country. 47 million household with television sets emerged in 1993, which was
also the year when Rupert Murdoch entered the India market. Satellite and cable television soon gained a foothold. Doordarshan, in turn, initiated reforms and modernization with 562 television stations as of 1997, the country ranks 8th in the list of countries by number of television broadcast stations.

Television is a powerful medium for appealing to mass medium and it is a distinguishing feature of traditional media. It reaches people regardless age sex or income level. Television used wisely and have great positive potential for learning. Television is a better medium for conveying certain type of information.

According to Gupta et.al. (1994) "Television is a major source of entertainment, information and influence. Television viewing is one of the leading leisure activities of children today, and has now reached every nook and corner of India. About 95% of the population of India is within the reach of television now.

The adolescent world can not be understood without considering the enormous power of the mass media especially T.V. Television helps adolescents in shaping their personality and creativity.

The electronic mass media particularly T.V. exert increasing social, intellectual and emotional influence on adolescents. It is important to teach adolescents skill to deal with the power of T.V. in their lives. They learn the skill to make informed judgments and decision when viewing T.V. for entertainment and information (Gillbson, Harry M 1992)

Television has brought a revolutionary change in the way. Adolescent receive information and understand the world by the help of television.

Adolescents unquestionably spend a great deal of times watching television twenty two hours a week on average, television viewing peaks around age 12 and then declines through the later teen years relative to competing media, such as newspaper, music etc.

Girls today learn a lot from television film and they learn how to lead their lives. The problem of marriage, divorce and everything T.V. explains a lot and made girls aware. T.V. gives entertainment, cognition and information to the adolescents.

Everyone knows that this is the age of computer and vast majority of people are using computer. Development of science and technology has direct effect on our daily life. Computer technology has made communication possible from one part of the world to other within seconds. They can see the transaction in one part of the world while
staying in other part computer development is one of the greatest scientific achievements.

Computer is an electronic device and new form of mass media generally computer are believed to be used in the metropolitan cities. The world of 2000 and beyond is one of video screen computer and adolescents interest aid trend shift towards electronics in which computer is one of them. Adolescents positively affected by computer viewing such factor as creativity and personality influenced (Leonard, 1997).

In a survey of a national sample of American children and adolescents, the percentage with reported using a computer on the previous day rise with age from 20% of 2 to 7 years old to 44% of 14 to 18 years old higher SES also predicated increased use. Boys were heavier user's computers and more often visited than did girls.

Today adolescents feel extremely more comfortable with computer than earlier generation (Batan, 2002)

In the last 50 years the media has grown exponentially with the advance of technology, first there was the telegraph, then the radio, the newspaper, television and new the internet.

As a complex medium of communication the internet provides the possibility of small, intimate social environment geared towards faster or 'instant' communication. At the same time the networks can be very large offering global access to users. Internet provide information and learning to an international scale.

Internet also known as world wide web (WWW) it contains of a web of computer working together and connecting to each other like a spider web, and it allows the person to research all kind of material on their computer and learn more and the topic or issue they are offer. This is the newest type of mass media there it reaches world wide, if one has a web page made in Delhi someone in Agra can see it. That is how amazing internet is distance become shorter and shorter.

The internet has encroached into the live of people from all classes and walk of life. The media generate an increasing wealth of information and services daily. In their purest form the media provide the populace with the information it needs to function as democracy.

The internet is a particularly difficult technology to monitor because, unlike radio, television and newspaper, the information is not generated from a limited number of outlets, but from a galaxy of website a common person in the city usually wakes up.
Check the T.V. news or newspaper, goes to work, make a few phone calls, eat with their family when possible and makes his decision based on the information that he has either from their co-workers, news, T.V. friend, family financial report etc.

We live in a society that depends on information and communication to keep moving in the right direction and do our daily activities like work, entertainment, health care, education, personal relationship traveling and anything else that we have to do.

There is a big influence on our daily life electronic device; multimedia and computer are things we have to deal with everyday.

Especially the internet is becoming more and more important for nearly everybody as it is one of the newest and most forward, looking media and surely the medium of the future.

The internet changed our life enormously there is no doubt about there are many advantages of internet, Internet changed our life in a positive way.

We can use internet at home for personal work for professional usage. Internet is a medium from which we get information, about all kind topics. If we want to have very specific information, we will find it in a short time. Normally we often have to send a letter, than we have to want for the reception of the reply or we have to make some telephone calls and so on. In any case, the traditional way is the longer one. To put our own information on the internet is also possible.

Learning by doing everybody know the phrase and its still an essential part concerning the internet adolescents use internet, most of the time they 'play' over the internet but they learn to work with the computer.

The internet has become an increasingly important part of teen culture. Internet is a helpful tool in development of adolescents.

Mass media develops adolescence awareness along with conscious understanding and its purpose and effects mass media also affects adolescents potentialities thought and behaviour like creativity and personality and thought about academic achievement.

Creativity is a unique mental process, a process for no other purpose than to produce something new different and original, instead creativity involves a specific kind of thinking.
Creativity must be regarded a process by which something new either an idea or an object in a new form or arrangement is produced. Creativity is a imagination and fantasy and as much is a form of mental play.

Creativity is the ability to produce something new through imaginative skills, whether new solutions to a problem, a new method or device, or a new artistic object or form. Creativity generally refers to a richness of ideas and originality of thinking.

**Definition of Creativity:**

Creativity is the act of turning new and imaginative ideas into reality. Creativity involves two process thinking then producing. Innovation is the production of an idea. Linda Naiman.

Goldner (1962) stated that creativity is an organized comprehensive, imaginative activity of the brain towards an original outcome.

Lubart (1999) Creativity is the ability to produce work that is both novel and appropriate.

Creativity is the process of bringing something new into being. Creativity requires passion and commitment out of the creative act is born symbols and myths. It bring to our awareness what was previously hidden and point of new life. The experience is one of heightened consciousness ecstasy.

A product is creative what is (a) novel and (b) appropriate. A novel is product is original not predictable. The bigger the concept and the more the product stimulate further work and ideas, the more the product is creative.

According to Wilkipedia, creativity is a mental and social process involving the generation of new ideas or concept or new association of the creative mind between existing ideas or concepts. Creativity is fueled by the process of either conscious or unconscious insight. An alternative conception of creativeness is that it is simply the act of making something new."
Creativity involves manifestation making the invisible visible. The creator is merely a vehicle a medium rather than an independent being empowered to create what was creativity is a transfer of energy.

Creativity is the capacity of persons to produce composition. Products or ideas of any sort which are essentially new or novel, and previously unknown to the producers. It can be imaginative activity or thought synthesis where the product is not a mere summation.

It may involve the forming of new patterns and combination of information derived from past experience and the transplanting of old relationship to new situation and may involve the generation of new creations. It must be purposeful or goal directed not ideal fantasy although it need not have immediate practical application or be a perfect and complete product. It may take the form of an artistic, literacy or scientific production or may be of methodological nature.

Although creativity has yet to be defined researchers considering the phenomena from different prospective commonly agree and a no. of characteristics of creative process and creative work products. The first characteristic is novelty, Being novel, atypical, or unusual are the dimension most frequently measured on creativity. (Guilford, 1967, Torrance, 1962).

**Characteristics Elements of Creativity :**

* Creativity is a process not a product.

* The process is goal directed either for personal benefit or for the benefit of social group.

* It leads to the production of something new, different and therefore, unique for the person whether it be verbal or nonverbal, concrete or abstract.

* Creativity comes from divergent thinking whole conformity and everyday problem solving comes from convergent thinking.

* The ability to create depends on the acquisition of accepted knowledge.

* Creativity is a form of controlled imagination that leads to some kind of achievement whether in painting block building or day dreaming.
Variation in Creativity:

Creativity follow a predictable pattern there are variation in this pattern. There is a no. of factors responsible for these variation five of which have been found to be important.

Sex: Boys show greater creativity than girls. Boys are give more opportunities to be independent they are prodded by peers to take more risks, and they are encouraged by parents and teachers to show more initiative and originality. Torrance has explained, there is little doubt that the attitude and treatment accorded girls and women by a society influence there creative development and behaviour.

Socio Economic Status: Children of the higher socioeconomic group tend to be more creative than those of the lower group. The former for the most part are brought up under democratic child training methods which the latter are for likely to experience authoritarian training. Democratic control foster creativity by giving children more opportunities to express their by giving children more opportunities to express their individuality and pursue interest and activities of their own choosing. Even more important the environment of children of the higher socioeconomic group provides more opportunities for gaining the knowledge and experience necessary for creativity.

Ordinal Position: Studies of order of birth and it effect on the child's development have reported that children of different ordinal position show different degree of creativity, Middle, latter-born and only children are likely to be more creative than the first born.

Family Size: Children from small families other condition being equal tend to be more creative than children from large families. In large families, authoritarian child training control and less favorable socioeconomic conditions are more likely to prevail and initiate against the development of creativity.

Urban Versus Rural Environment: Children from urban environment tend to be more creative than children from rural environment. Authoritarian training is more common in rural homes, and the rural environment offers less stimulation to creativity than the larger environments of cities.

Intelligence: Age for age, bright children show more creativity than those who are less bright. They have more new ideas in handling social conflict situation and able to formulate more solutions to these conflicts.

Adolescence is the most energetic period of development ruled by the inquiring mind, roving curiosity intellectual doubt-ness and creative energy this period the instinctual
creativity of childhood is replaced by the rational creativity with the help of operational and formal thinking. Creativity is a dynamic process in human beings that helps everyone to achieve dignity and meaning of life. Creativity is the main greatest asset. It is the most highly valued quality of human being.

In creativity mass media helps adolescents to faster 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 thinker and do not confine themselves to the information at hard. This presents a rider flow of idea and as a result it open up way towards solution that one novel and hence creative. Mass media helps creative people to define their own image and realities well into adulthood.

Personality is understood as dynamic organization of traits which determine person’s unique adjustment to his environment. It is not a fixed state by a dynamic totally which is continuous due to interaction with the environment. The way an individual adjusts with his external environment in his personality.

Personality helps a person to make satisfactory adjustment both in the present and in the future.

The term personality come from the Latin word persona meaning mask among the ancient Greek, the actor wore masks to hide their identity and to enable them to represent the character they were depicting in the play. This dramatic technique was later adopted by the Romans and from them we get our modern term personality. Allport (1937) concludes that there are at least fifty different meanings of the term. He reports that "personality" came originally from the Latin word "persona" which was associated with the ancient Greek theater. A Greek player commonly held a mask before his face. The mask was called a "persona" because he talked through it. In time the term "persona" came to apply to the actor and eventually to individuals in general.

To the Romans, person meant as one appears to others not as one actually is the actor was creating in the mind of the audience an impression of what the actor was from this connotation of the word persona, our popular idea of personality as the effect one has on others has been derived. What a person thinks, feel and is are included in that person’s whole psychological make up and are to a great extent revealed through behaviour. Personality then is not one definite specific attribute; rather it is the quality of the person's total behaviour.

Personality is defined as the totality of character attributes and behavioral truth of a person.
"Personality is made up the characteristics pattern of thought, feelings and behaviours that make a person unique. In addition to the personality crosses from within the individuals and remain fairly constant throughout life" Kendra Van Wagner (2005).

Allport (1961) defined that personality is the dynamic organisation within the individual of those psychophysical system that determine the individual unique adjustment to the environment.

The field the personality is one of the most popular, challenging, important and confused in contemporary psychology" (Donald,1949).

Cattell (1950) equated personality to the individual aspects of behaviour, focused his attention to all the behaviour of the individual and viewed that it should have a predictive power. "Personality is that which permits a prediction of what a person will do in a given situation". Personality is thus to establish laws about what different people will do in all kinds of social and general environment situation....personality is concerned with all the behaviour of the individual both overt and under the skin".

Murphy (1947) held that life process is itself a matter of world as much as organism and it is the interaction of the two, organism and the environment. "Personality is a structured organism environment field, each aspect of which stands in dynamic relation to each other aspect. There is organization within the organism and organization within the environment, but it is the cross organization of the two that is investigated in personality research.

According to Murray, (1953) "The term personality has been reserved for the hypothetical structure of the mind, the consistent establishments and processes of which are manifested over and over again in the internal and external proceedings which constitute a person's life. Thus personality is not a series of biographical facts but something more general and enduring that is inferred from the facts."

Eysenck (1953) defined personality "As more or less stable and enduring organization of a person's character, temperament, intellect and physique which determines his unique adjustment to the environment."

According to Allport (1961) "Personality is the dynamic organization within the individual of those psychophysical system that determine his unique adjustment to his environment.

Personality has many components, some are objective (which are observable and measurable) while others are subjective and therefore less easily studied and measured.
Among objective characteristics of personality are physical characteristics such as body-size and physique and factor in the mechanics and chemistry of his body which influence the speed and strength of his movements. The subjective components of personality include motives, aspirations, feelings, ideas and attitudes regarding self convictions, commitments and purpose that give direction to the individual’s way of thinking feeling and acting.

**Characteristics of Personality:**

**Consistence** - There is generally a recognizable order and regularity to behaviors. Essentially, people act in the same way or similar ways in a variety of situations.

**Psychological and Physiological** - Personality is a psychological construct but research suggests that it is also influenced by biological processes and needs.

**Impact Behaviours and Actions** - Personality does not just influence how we move and respond in our environment it also causes us to act in certain ways.

**Multiple Expression** - Personality is displayed in more than just behaviour. It can also be seen in our thoughts, feelings, close relationships and other social interaction.

**Theories of Personality:** There are a number of different theories about how personality develops. Some of these major perspectives on personality include.

Type theories are the early perspective on personality These theories suggested that there are a limited number of personality types which are related to biological influence.

1. **Trait Theories** - viewed personality as the result of internal characteristics that are genetically based.

2. **Psychodynamic theories of personality** - are heavily influenced by the work of Sigmund Freud and influence of the unconscious on personality. Psychodynamic theories include Sigmund Fraud’s psychosexual stage theory and Erk Erikson’s state of psychosocial development.

3. **Behavioral theories** - suggest that personality is a result of interaction between the individual and the environment. Behavioural theorists study observable and measurable
behaviors, rejecting theories that take internal thought and feelings into account. Behavioral theories include B F Skinner and John Watson.

4. Humanist theories - emphasize the importance of free will and individual experience in the development of personality. Humanist theorist includes Corl Rogers and Abraham Maslow.

Factor affects the Development of Personality:

There are some behaviours, emotions, thought that differentiate from one person to other person. How do these differences appear have people already been different in born or they've became different because of environmental affects. That is the heredity or environment that is effective in personal developments and structure. There heredity and environment are also the subject of personality development as being in the other areas. Heredity and environment factors in personality development are explained below.

Influence of Heredity: Heredity and environment are now seen as interacting influences. Heredity potential can not develop, can not be actualized without the opportunity to express and exercise these potential. This opportunity is a function of the environment.

Hereditary Influences on Personality: we don’t as yet know a great deal about the extent and nature of these influences. Their extent certainly varies from variable to variable (Thomas chess, Birch, Hertiz, 1968).

Environmental Factor: The environmental factor which is effective in formation of personality contains all the factors which effect attitudes and which is not genetics. These are learning lives, family the characteristics of the family and the culture we live in.

The environmental factors affect every person’s character differently because people can show different attitude in similar conditions.

Family: The family which is the first environment the people live in is the most important factor in the formation of personality.

Parent’s Attitude: It is determined that the children of democratic parents have the characteristics of independence trusting himself, self control, creative and pushing.
**Child's Birth Order:** The order of the child's birth is effective for their personality development. Especially Alfred Adler puts forward that birth order effects the personality development in his personality theory. According to Alder, the elder children improve as leadership characteristics but when the second child is born, their leadership ends Distrustfulness and behaviorist problem can appear in first child.

**Child's Authority:** However little child doesn’t want to take other children's position. They can become spilt and improves insufficient emotions. Single children become dependent they can’t improve social attitude.

**Culture:** The culture we live in can affect the personality. All culture have their on merit believes, customs, moral compression and types of attitudes. Bound to this it is expected to show certain personality characteristics from the individuals live in this culture. The culture determines all the personality characteristics that the person will love.

**Personality Change during Adolescence:** The physical change play a great part in adult’s concept of 'ego' in adolescence body become the symbol of 'ego' Ego is not only an inside reality, a forms of conscious and the change in the concept of egos have sector of special mental excitable.

The adolescent doesn't try to involve the others in his command like a child searching himself from now on. He tries to understand them to discover who is he.

In adolescent ego consciousness develop in two areas; There are relations with other and profound inner life.

The process of development takes place along multiple lines. A wide variety of mechanism or a principle is considered appropriate by Allport to describe the changes that take place between infancy and adulthood. He discussed specifically differentiation integration maturation imitation, learning functional autonomy and extension of self.

Older adolescents are aware of what constitutes a "pleasing personality." They know what traits are admired by peers of their own sex as well as by peer of the opposite sex. Although different traits are admired as adolescence progresses and although admired trait differ some what from one social group to another. Adolescents know what the group with which they are identified admires.

Many adolescents use group standards as the basis for their concept of an 'ideal' personality against which they asses their own personalities.
Many of the conditions that are responsible for molding the personality pattern are not within the adolescent’s control since they are a product of the environment in which the adolescent lives and thus will continue to affect the self-concept. The core of the personality pattern as long as the environment remains stable. If, on the other hand adolescents change their environments, as happen when they go away to school or college or to a new place to live or work. Environmental changes may bring about personality changes. Adolescent who go away to college, for example, usually show greater social and emotional maturity and greater tolerance, than those who remain under the parental roof.

Many conditions in adolescent’s like one responsible for molding the personality pattern through these influence on the self concept. Some of these are similar to those parents during childhood, but many are the product of the physical and psychological changes which occur during adolescence.

There is a big differences between exertive behaviours that the person’s relations with society and human beings and the behaviours that are inside him. Ego consciousness provides the adolescent to search an insulation special to him and protects. Third insulation which goes an continuously and interestingly with the necessity of realizing the experience of a new person but everything is formed by the tendency to person has for protecting a deep part of his personality. The adolescents create ideal as he needs an external support while he is searching himself.

People are raised being taught and everyone is different each person is given their own personality. If everyone had the same personality type the world would indeed be a boring place to live. There are many factors that define a person’s personality type. There are two extremes for each of these factor one of these factors contains the two extremes know as extroverted and introverted.

**The term introversion and extroversion were first popularized by Cenl Jung.**

According to Jung (1875-1961) theory of psychological type we are all different in fundamental ways. One’s ability to process different information is limited by particular type. People can be either extroverts or Introverts depending on their direction of their activity, thinking, feeling, Intuitive acc. to these own information pathways judging or perceiver depending on the method in which thing process received information. According to Jung extroverts are outgoing easily adoptable and confident about unknown situation. Introverts are hesitant, reflecting, somewhat mistrustful, and not socially outgoing.
Extroversion is a way of orienting oneself to the world by objects, values and experiences. When a person's orientation is determined primarily by objective conditions or facts, he is said to be extroverted. If a man thinks, feels, and acts so that his whole mode of living corresponds directly, with objective conditions, he is extroverted. His consciousness, his thinking, his whole subjective life are determined largely by objective factors. His inner life is controlled by external conditions. He lives in the immediate environment, and his attention and interest are directed almost solely by conditions outside himself. His inner life is largely affected by outer or objective determinants because his attention is fundamentally riveted on the external world. He is interested in persons and things.

In his moral life the extrovert displays the same objective orientation. His moral actions correspond with society's expectations. Accordingly, the extrovert is largely conventions, he behaves as he expected to behave; he finds society's moral demands congenial and not ordinarily inclined to transcend or to rebel against them. In fact, the extrovert is deemed normal in his moral as well as other forms of behaviour because he fits into existing conditions easily. He acts as he is expected to act, and seldom attempts innovations would disturb those in his surroundings.

Although the extroverts may thus be socially adjusted, then tends to close his eyes to his subjective needs. According to Jung this is his weak point. The behaviour of the extrovert is so strongly outward, that he tends to neglect both his body and mind. The body not being sufficiently 'external' is too often neglected, and the extrovert becomes aware of it generally only when its impairment forces it upon his attention. In the same manner the extrovert is negligent of his subjective life. His objective orientations cause him to ignore and leave uncultivated many emotions, wishes, needs and thoughts. Continued adjustment to objective conditions hinders undesirable subjective impulses from becoming conscious. The impulses, accordingly, become the more regressive and infantile, the more they are denied awareness or conscious expression.

Extroversion is the 'act' state or habit of being predominantly concerned with the outgoing gratification from what is outside the self. Extroverts tend to enjoy human interaction and to be enthusiastic talkative assertive and gregarious. They take pleasure in activities, public demonstration and business or political group.

Extroverted people are in the more outgoing group of people. They are 'social butterflies' out of our society. They are the ones who are more apt to greet people and just join into the grout that has already formed. An extrovert loves to be around other people. In fact, they often thrive on it.
Extrovert are also very good communicates especially verbally with this there are also some downfalls, though. They often will act or speak quickly without thinking. This can sometimes be dangerous thing often getting them into trouble. They also learn how to do things much better through their verbal communication.

**Characteristics of Extroverted People:**

1. Extroverts are directed towards the objective world.
2. They are interested in what is happening around them.
3. They are open and often talkative.
4. They compare their own opinion with the opinion of others. Extroverts easily make new friends or adopt to a new group.
5. Extroverts easily break unwanted relations.

The introvert is motivated predominantly by subjective actors. Although he is not to objective conditions, he assimilates them in a more personal manner than the extroverts. He is much more influenced in his thoughts and actions by the world as it appears to him than "as it really is". In contrast to the extrovert, in whom the objective world is given almost exclusive importance, the introvert finds the inner world of thought, feeling sensation or intuition most appealing and convincing. In extreme from, bordering on neurosis the introvert recoils from the external world and protects himself from it by a variety of defense mechanism which will preserve for him/his sense of aloneness in the face of stark reality. However, since he can not entirely succeed in shutting out the external world. He experiences a constant struggle to preserve himself, is consequence of a rather depreciating attitude, direct or implied, towards introversion, the view is wide spread that introversion is undesirable or even abnormal. This is an erroneous view of the matter and has created unjustified prejudice toward introversion. Introversion is not synonymous with ego centrism peculiarly, unsuitableness, and the like Jung certainly did not equate introversion with incipient neurosis, as Freud apparently did; not did. Jung believes that lack of sociability is necessarily a mark of introversion. The introvert is an individual with a predominantly subjective outlook has a higher degree of cerebral activity than the extrovert and shows a marked tendency to inhibition or self control. These characteristics are in themselves neither undesirable nor
abnormal; they are merely one way of coping with the world in which the individual lives.

Not only is introversion not necessarily undesirable, but under certain conditions, or in terms of psychic economy, it may be an index of superiority. Introversion by virtue of the capacity of imaginative elaboration which characterizes it at its best, can lead to new adjustments even though it may entail restricted social participation. In the absence of healthy introversion the individual often forms only "superficial attachment to the externals of living" and his capacity for expression in the forms of poetry, religion, folklore, and soon becomes introversion is not necessarily a product of frustration. It is not the out worldly individual who discourses the greatest riches in his own world of fantasy or creation. It is a shelly a words worth, a Goethe, rich in the outer world of persons and beautiful things, whose inner world is most deeply rewarding. This is not even to mention the protection function of introversion or in the face of external difficulties which can not be resolved directly, the introvert, through his constructive imagination, can find relaxation from the stresses which difficulties beget.

The best contemporary opinion holds that both introvert and extroverts are needed by society, but that better understanding and evaluation of the introvert is overdue in our society. There is insufficient awareness of the fact that the person, who develops introversion very early, responds more to himself than to others and that this self responsiveness is a product of his greater valuation of the inner world, the world of thought and aesthetic appreciation. The richness of his inner experience is preferred to the objects of the external world, which are to him more common place.

Introversion is the state of tendency towards being wholly or predominantly concerned with the interested in one's own mental life. Introvert tends to be more reserved and less assertive in social situation. They often take pleasure in solitary activities such as reading, writing, drawing and using computer.

Introverts are the exact opposite to extrovert in many ways. They are the shyer, quieter people of the world. They often have trouble remembering names and /or faces of people, they have met. They prefer to work along lost in their own thought rather than walking with other people on a project. Introverts all often seen as the 'loners' of society.
Characteristics of Introverted People:

* They are interested in their own thoughts and feelings.
* They need to have own territory.
* They always appear reserved quite and thoughtful.
* Usually do not have many friends.
* They feel difficulties in making new contact.
* They like concentration and quite.

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.

Objective of the Study:

1. To study the general profile of the selected adolescents.
2. To study the various source of mass media.
3. To assess the different media used in creativity and personality of the selected adolescents.
4. To compare the creativity and personality between various groups of mass media among the selected adolescents.
5. To correlate the quantitative characteristics of the selected adolescents with creativity and personality in various groups of mass media.