

# ROLE OF MASS MEDIA IN FOSTERING VALUES AMONG STUDENTS

Asim Das

Guest Lecturer, Department of Education, Plassey college,  
Plassey, Nadia, West Bengal

Jatish Tapader

M.Phil. (Research Scholar) Department of Education,  
University of Kalyani, Nadia, West Bengal

## Abstract:-

The mass media have a strong social and cultural impact upon society. This is predicated upon their ability to reach a wide audience with a strong and influential message. Television can be a powerful entertainment and education tool for children given the right programming. Similarly information available on computer and Internet can be very useful for emotional development of children if they are exposed to right one. It is the responsibility of parents and schools to guide children in this to reap the benefits of positive aspects of media and negate the effects of harmful content. Parents should educate their children about the meaning of friend. Our traditional notion of friendship involves trust, support and similar values. In this context this paper tries to highlight the role of mass media in fostering values among students.

**KEYWORDS: - Education, Value, Value Inculcation, Mass Media, Development**

## Introduction:-

Media is playing an extremely important role in sensitizing people with information about human rights, governance, development, science and technology, foreign relations etc. The media affect us in many ways as a major socializing influence, a carrier of culture, a source of information, education and entertainment, an important factor in political communication and participatory democracy, and a communicator of ideological values and norms, attitudes and beliefs. The media also represents and constructs conceptions of what constitutes a successful and valued life, along with what is considered to be deficient, deviant, marginalized or undesirable. The media is responsible for both- reflecting values of a society and fostering values to a good extent. Television, radio, magazines, newspaper, pamphlets, Internet, books, movies, music are the most prominent forms of the mass media and each influences the behavior pattern of persons in a different manners. Each of them has evolved as a powerful medium in its own right. Values are at the core of the society. Media evolve and become a part of the society over the years. Both tradition and modernization contribute to the development of values. Media is far-reaching and it makes or breaks values. While school is the direct and responsible authority to communicate and train the child to the desires and demands of the standard form of culture, the mass media radio, television, the newspaper and the magazine or the comic, etc., communicate to the child the styles of the various sub-cultures in the total culture.

**Objectives of the Study: -** The following objectives were considered for the study –

- To find out the role of mass media in fostering values among secondary students
- To analyzed the effect of social media on human life and society
- To determine the importance of value education in school

**Methodology: -**This is a qualitative study. This work is based on different secondary data like journal, paper, books, etc. The work has been conducted at first collected of documents from different sources then synthesizing and analyzing the data and finally making generalization.

## Meaning and Definition of Value: -

Value means the quality of a person, things or objects which makes a person or things as importance, valuable and useful. Values are concerned with all important religions, beliefs, and moral attitudes, philosophy of life, ideology and ethics. Values are related to a point of view or thoughts of an individual. It is judgement of an object, person or situation as good, bad, moral, immoral,

beautiful, ugly etc. values are transmitted and shared by all members of the society. Values are helpful for survival. Values are regarded as desirable, important and held in high esteem by a particular society in which a person live. Value in traditional Indian philosophy is 'satyam, shivam and sundaram are considered as eternal values.

- According to **N. Torralba**: - "values can be defined operationally to include norms of right conduct and good intellectual and moral habits".
- According to **Kane**: - "Values are the ideas, beliefs or norms which a society or the large majority of a society's members holds".
- According to **Cuber**: "Values are the ideas and beliefs which people cherish. These ideas contain or express the judgement which people have, of the relative importance of things".

### Various Kinds of Values:-

- ❖ Universal value: consuming truth, goodness, love, sympathy, fellow feeling.
- ❖ Moral value: this is related to truth or ethics.
- ❖ Religious value: norms prescribed by the religion.
- ❖ Social value: norms prescribed by the society.
- ❖ National value: concerned with duties and responsibility of citizen.
- ❖ Personal value: refer to norms related to an individual's profession.

**Significance of the Study:** -Value education is such of education which is concerned with the development of the total personality of a child. i.e. his intellectual, social, emotional, aesthetic, moral, spiritual and more over the all round development Value education is always essential to shape one's life and to give him an opportunity of performing himself on the global stage. Now, it is very necessary to change human life according to the progress and development of society. The knowledge of Value education helps directly and indirectly to change human life and behavior. The knowledge of Value education also helps a man in different way in his life. So, learning of Value education is very essential to develop human life. In modern age Media is playing an extremely important role to development of value education of human life and society In this regard, the researcher was tries to highlight the role of mass media in fostering values among students and also analyzed effect of social media on human life and society.

**Role of Mass Media and Inculcation of Values:** - The role of mass media in fostering different values among students is presented in the following way-

- ❖ **Books and values:-** Books reflect the mind of an intellectual. They give a deep insight to the way a person thinks. Books are very effective media to spread thoughts and values. Comic books and graphic novels have long captured the imaginations of children, teens and adults everywhere. Indian books are nowadays functioning as a blend of traditional and contemporary lives of people through literature; they are depictions of reality and are a value-addition to the portrayals of thinking patterns and social norms prevalent in society. Books act as the perfect food for thought and a tonic for imagination and creativity; books not only expose an individual to good literary works but also expose him to the finest of educational opportunities. Every prose, poetry, drama, essays, fiction, literary works based on philosophy, art, history, religion, and culture and also scientific and legal writings are the mere depiction of the different facets of common man's life.
- ❖ **Newspapers:-**Unlike the non-print media discussed above, the mass medium of newspapers has two basic characteristics: it is restricted to those who can read, and it reports and discusses reality. Like films, it is a privately owned medium, so that each newspaper reflects and builds a particular ideology of thought or reality. It also motivates the development of regularity so that generally newspaper-reading becomes a habit of the individual. It develops in reader's awareness and knowledge of the events across the world the social events which suggest how values are changing fast, of heroes and villains, in the various arenas of human enterprise. It further tends to drive persons towards a critical analysis of the events; sharing views with others. Newspapers are main source of handy information and provide up-to-date information. Newspaper articles have a recognized value in educating the public about conservation issues. It promotes freedom to journalism to project the truth in the society and be aware with the global happenings.
- ❖ **Magazines:-** The magazines differ from the newspaper in that they present a collection of readings in a selective area. A magazine creates a selective environment whether it is of animal and nature, of fairies, of kings, of politics, of region, of films or anything else. Consistent and persistent interest in a magazine gradually builds in the individual typical attitudes and values communicated through the magazine. It, therefore, is an indicator and promoter of specific interests of the people.

- ❖ **Radio:-** Prior to the emergence of television, radio was the major mass medium, which in India has continued to be under the full control of the state. It, therefore, permits an environment which is controlled by the standard culture. The impact of radio relates therefore to social awareness, knowledge and role models besides entertainment.
- ❖ **Internet:-** Advancements and globalization of digital platforms and social media is empowering people across the globe to participate, and share content online. India has experienced technology as a vehicle in aiding social change through social media. The growth of social media outlets is changing behaviors, perceptions, and attitudes as the ease and growth of online social technologies induce audiences to become digital activists; changing user behavior from passive to active, non-participatory to avid participation, and enabling users with a voice that was otherwise unknown or untapped.

### **The Effect of Social Media on Human Life and Society:-**

- ❖ **Media and social change:-** Social media has empowered people in Indian society to spread perspectives on social causes and change, participation in digital activisms, and support and information sharing in crisis situations. The role of the popular media, new media technologies, and entertainment education initiatives make a significant impact in our society. Mass media plays a very crucial role in bringing out positive social change, particularly with respect to education and the reduction of poverty. It addresses issues pertaining to vulnerable areas of the community in which education is most crucial, such as where gender, disability and high incidences of HIV intersect. It also addresses the issues related to unemployment, population explosion, climate change, eve teasing, etc through awareness programmes.
- ❖ **Social Media and Behavior:-** The increase in the use of social media sites will allow for researchers to observe the behaviors of the population engaging in social media. Understanding behaviors will allow researchers and businesses to track behavioral change patterns, market trends, content consumption patterns, and social changes through technology. Through better placement of advertisements to targeted audiences, monitoring behaviors via social media will help companies reduce the total number of ads served for the same or better result, thus reducing costs.
- ❖ **Social media and child development:-** TV shows creates new milestones. Television-viewing has a significant impact on child development and behavior. The need for providing quality-oriented programming for children and adolescents is obvious. It is the responsibility of healthcare providers to be aware of the 'hazards' and to promote the benefits. TV-viewing does not require censorship of the industry, but, judicious control of its use by parents is essential. In the short term, we believe that media knowledge and literacy skills will better enable youth to make healthy choices, even in the face of the barrage of unhealthy messages they receive from the media. When we watch TV or a movie we usually see many images of violence and people hurting others. The problem with this is that it can become traumatic especially in our children as we see it more and more. Our children that are starting to grow and are shaping their personality, values and beliefs can become aggressive or they can lose a sense of reality and fiction of what they are seeing. Hence media should be careful in displaying these kinds of shows and help in the developmental aspects of children. In a world where children are continuously being bombarded by messages from the mass media, it will be important to cultivate the classic values of honesty, kindness, industriousness, and the like. TV provides all type of programmes a child can ask for. TV has music, sports, news, cartoon, movies, lifestyle etc. Television can be a powerful entertainment and educational tool for children given the right programming. However, studies have shown that television, and media in general, can also have a very negative influence. Some studies indicate it can shorten attention span, distort body image, and work in conjunction with other factors to escalate obesity, create fear, and increase aggressive and anti-social behaviors if exposure is unmonitored and unlimited. The media executives are quick to defend their role in youth violence and bullying while selling millions of dollars in ads focused on youth. TV producers, network executives, motion picture companies and others in the media deny any impact of their programs on the attitudes and actions of youth. While corporations spend millions on market research and advertising to create products and campaigns targeted at a youth demographic, they still deny their ability to influence youth. The influence of media on children also effects how children perceive what is and is not acceptable. Smoking is an example. When celebrities and role models are, depicted smoking; it appears to be a normal and acceptable behavior it should be prohibited.
- ❖ **Mass media and teenagers:-** Mass media affects teenagers in some way, they buy what they see on TV, what their favorite celebrity advertise and what is acceptable by society based on the fashion that the media has imposed them. People buy what they are told to be good, after seeing thousands of advertising they make their buying decisions based on what they saw on TV, newspapers or magazines to be a product people can trust and also based on what everyone else that people know is buying and their decision are also based on the media. When media project news on TV, channels should be careful about media ethics. Media workers are also part of society and therefore they should function within the parameters set by the expectations prevalent in a society, media should serve with social responsibility in

terms of accepting responsibilities towards society including setting professional standards for supply of information i.e. truth, accuracy, objectivity, privacy and balance of their reporting; avoiding publishing information that could lead to violence or social disruption; expecting societal intervention if the media fail to meet professional standard; collectively reflecting a diversity of content to ensure public access to a variety of viewpoints, and their right to react to these viewpoints. Illustration of political leaders in an unjust way is now a days a huge part of news and entertainment. Illustration of political leaders in cartoons is to be strictly prohibited in news papers and magazines. It becomes crucial when it comes to political. In this regard media should not violate its norms and ethics instead should keep standing on its rules to nurture morals among society. On the positive side, children are becoming aware of the wider dimension of human life and interactions. Young children are growing rapidly in their intellectual curiosity and general knowledge of the world around them. Teenagers, youth and adults themselves are becoming more aware of their rights. Environmental Preservation, Animal Protection and Human Rights are becoming issues of priority for the young people of today. The demands of children and adults in families to up-keep with the media-world have become an obsession affecting the dignity and self-worth of family members. There are some positive and negative influences in young people. Media gains popularity among young people and society. There is a good programmes such as 'Neeya Nanaa' , 'Arafat Arangam', 'Nadandhadhu Enna' , 'Super Singer' , 'devotional songs' , 'yoga' , 'quiz' , 'magalir mattum' , 'Nambikkai neram' , 'velai vayppu cheydhigal', 'mellinum' etc and those programme getting a lot of attention of the people and society; and also help to get positively influenced towards practicing the good values.

The media creates the ideal image of a beautiful men and women and tells them what are the characteristics of a successful person; they can see it in movies and TV shows. However a negative influence on teenagers is the use of cigarettes by celebrity movie stars, the constant exposure of sex images, the excessive images of violence and exposure to thousands of junk food advertisements.

### Importance of Value Education in School:-

- Value education is need for fostering moral qualities among secondary students.
- Value education is to developing universal understanding of different religious faiths.
- Enabling students to make decision on the basis of moral and spiritual principle.
- It is developing sense of unity, brotherhood among the students at the social, national and educational level.
- The mass media such as newspaper, radio, television and internet can be used to develop social, moral, and cultural values among the students.
- Students of the present day are self-centred. They do not share anything for others. Therefore, we should give importance to value education in school curriculum.

### CONCLUSION:-

Value education is more importance of the present day because of our country has to face inequality, violence and intolerance. Therefore, we need to importance of value education in school curriculum. It develops a democratic way of thinking and living. It also helping students to have faith in the world is one family. Education based on values in fully helpful in the development of culture. Mass media affects students in some way; students are abuses of mass media. Nevertheless, maximum use of mass media should be made to provide value education in the schools. The mass media such as newspaper, radio, television, internet etc. can be used to develop social, moral and cultural values among the secondary students. It is duty of the educators that they should support value education through mass media and devote their time, energy and resource to make this education a success.

### REFERENCES:-

- Chakraborty, S.K. (1999). Values and ethics for organizations: Theory and practice. New Delhi, Oxford University Press.
- Dayakar Reddy, V. and A. Lakshmidhevi "An analytical study of value oriented education towards high School children in Kadapa District"..
- Koul,I.(2002). Methodology of Educational research (2ndend.) new Delhi .PHI learning private limited.
- Mascarenhas, M. & Justa, H.R. (1989). Value Education in schools and other Essays.Delhi KonarkPublishers Pvt. Ltd.
- Ravi,S.Samuel (2015) Comprehensive study of education , new Delhi .PHI learning private limited .
- Vanaja,M, and bharathi D.vijaya (2008)" value oriented education Initiatives at thye Teacher – Educational Level", Neelkamal publication pvt.ltd. New Delhi