ROLE OF THE SOCIALISATION ON CHILDHOOD AND IT'S EFFECTS ON THE WELLBEING BEHAVIORS OF CHILDREN AND ADOLESCENTS

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ABSTRACT

Regardless of the way that the creation of the print machine and the presentation of the TV didn't come as equal disclosures they have turned into a powerful power in revalorizing men's thoughts and activities. As the world require new vistas, it turns out to be more many-sided. More is being finished and a cognizance of more to be finished, more data required and more data to be imparted. Current modern innovation has made conceivable the propagation of data for a massive scope. The rotary press the movie cameras and he TV, all give a premise to contacting tremendous crowd. The effects of mass media have been viewed as having expansive and possibly destructive effects on the wellbeing related behaviors of children and adolescents. Media, including the web, social networking, are incorporated into people's life. In reality, surveys have revealed that the amount of adults and teens hoping on mass media to collect data or interact with each other has climbed tremendously inside the recent couple of years. According to the findings of this research, the Internet is the kind of mass media that is utilised by the greatest number of people. They utilise it for online talking, collecting study material, using social networking, playing games, and a variety of other activities as well.

keywords: *Mass Media, Childhood*

INTRODUCTION

Regardless of the way that the creation of the print machine and the presentation of the TV didn't come as equal disclosures they have turned into a powerful power in revalorizing men's thoughts and activities. As the world require new vistas, it turns out to be more many-sided. More is being finished and a cognizance of more to be finished, more data required and more data to be imparted. Current modern innovation has made conceivable the propagation of data for a massive scope. Therotary press the movie cameras and he TV, all give a premise to contacting tremendous crowd. In a more complicated universe of specialization takes and diminishing distances, the ties between a man and his nearby neighbor might be less significant than those which tie in to colleagues of his own calling, leisure activity or taste.As the social obligations of conventional local area, living have debilitated the mass media have made another arrangement of normal interests and loyalties. The transmission and the print media on the whole called the mass media had offered another sort of shared insight in which millions can giggle at, feel the men thrill s and nerves and answer similar hurls.Mass media tasks are conceivable just where the created images are significant. In a universe of normalized

products, it is not out of the ordinary that diversion ought to be apportioned through unoriginal business and play that win in additional straightforward networks.

With no other type of generic communication has sharing f experience been conceivable on widespread scale and to be so extreme in degree likewise with the mass media worry about the conceivable effect or impact of mass communication upon the sentiments and perspectives of men have been predominant for a very long time and has existed in less extraordinary manner as have mass media. The explanation that the penis mightier than the sword has been modernized by friendly sees who have asserted that the mass media are strong than nuclear bomb. The mass media have specific significance in mankind's set of experiences. they are the best multipliers of data similarly as the machines of the modern insurgency had the option to duplicate human power with others sort of energy. The meaning of the improvement of imprinting in the fifteenth century was that, it didn't just holy person the equilibrium from long hundreds of years of spoken direct communication towards the sharing of data on a graduate scale yet more critically it broadened advancing past favored .

That's what wilbur Schramm noticed " soon after the improvement of printing the print media became instruments of political and social change. He contended that the transformation in Europe would have been generally unthinkable without the print media and the improvement of government funded school would have similarly been unimaginable. In contemporary times man's life and presence have come to rely to a great extent upon the media to let him know occurring in his general public promotion in the enormous world, to teach and engage him. Consequently there is an inflexible walk towards a world totally predicental on mass media communication. The mass media have this turned into the most remarkable communication force made by man. One of the eminent changes in our social climate in the 21st century has been the immersion of our way of life and regular routines by the mass media. Tragically, the outcomes of one specific normal component of the electronic mass media significantly affect children's prosperity. It is currently not simply kids in terrible areas or with "awful" companions who are probably going to be presented to terrible things when they go out in the city. A "virtual" terrible road is effectively accessible to most youth now in their actual homes.

There have been a lot of descriptions written about the contemporary era, and many of them provide clear and compelling evidence that human beings are leading the most influential eras of informational revolutions and knowledge explosions. This is because of the tremendous advancements that have been made as a direct result of the technological revolution, in particular in the fields of information technology and communication in all of its forms. In many ways, the way this evolution is managed, directed, and utilised has led to rapid and essential changes that have stormed long-standing values that have been considered by many communities as an untouchable holy heritage. These changes have stormed these values because they are essential to the evolution of this evolution. This was accomplished by relying largely on the resources made available as a result of the ongoing technological revolution taking place in the field of information and communication technology. After approaching globalisation as a global policy and as a major means of cultural and intellectual invading into the communities of the third world, the means used for its marketing and mobility have shifted from depending on the traditional media such as newspapers, magazines, journals, books, radio, and television...etc., into depending on media that are more spreading and mass-attractive. This shift occurred after globalisation was approached as a major means of cultural and intellectual invading into the communities of the third world. It started out by relying on satellites, which provided a variety of audio and

visual channels. These channels were able to break through numerous religious, cultural, and cultural barriers in order to firmly establish their position within the Arab family.

MEDIA AND CHILDHOOD OBESITY

According to research conducted by Dietz and Gortmaker, the chance of being obese rose by 2% for every additional hour spent watching television each week. In his experimental investigation, Robinson found substantial evidence that there is a causal link between children spending too much time in front of the television and being overweight. In addition, an emphasis has been placed on this connection in India. According to the findings of Stettler and colleagues, there is a considerable link between the usage of electronic games and obesity, with a nearly twofold higher risk of obesity for each hour per day that is spent playing electronic games. It has also been discovered that the amount of time spent playing video games is inversely proportional to the amount of daily physical activity. However, if it is used to replace time spent watching television or simply resting, video game play can serve to more positively affect energy expenditure. This is because the positive association between game play and obesity is certainly plausible if playing video games is used as a substitute for regular physical activity. Because of this, playing video games should not be considered a sedentary activity; nonetheless, it should in no way be considered a replacement for regular physical activities that considerably stress the metabolic pathways necessary for the enhancement of cardiovascular conditioning.

There is no doubt that there is more than one factor involved in the process behind the influence that watching TV has on the likelihood of being overweight. It would appear to function regardless of the amount of reduced physical activity. An excessive amount of time spent in front of the television may alternatively have an effect via the extensive advertising messages for unhealthy foods that are targeted at very young children or by the inclination of youngsters to nibble while watching TV. According to the findings of a randomised controlled trial, spending more time in front of a screen leads to lower rates of physical activity and higher rates of food consumption. There is a correlation between children's exposure to commercials and their requests for certain foods, as well as their purchases of food and consumption of food overall. Studies have shown that the amount of time spent watching television is inversely related to the amount of fruit and vegetable consumption. This is despite the fact that fruits and vegetables have the potential to improve health in a variety of ways and protect against weight gain. Epstein et al. conducted a randomised trial and found that reducing the amount of time spent watching television and using computers may play an important role in preventing obesity and in lowering BMI in young children. They also found that these changes may be related more to changes in energy intake than to changes in physical activity. In the absence of restrictions that restrict food advertising directed at children, lowering the amount of time spent watching television is a method that shows promise for reducing the amount of extra energy consumed.

MASS COMMUNICATION AND SOCIALIZATION

Through the process of socialisation, a child goes from being an immature, helpless, and defenceless infant to a mature individual who is capable of standing up for themselves. This is one of the most significant aspects of human development. The process by which an individual acquires the way of life of his group and combines this driving the interaction to consider the assumptions for other people is known as socialisation. It

is vital to emphasise the fact that socialising does not typically occur in aggregates and that it is a continuous contact that begins in childhood and continues into old age. Throughout the course of life, there are a few things that provide unchanging instructions. The obligation to engage in socialisation is typically found in the form of a clear-cut given or an established reliance on the regularising activities that are engaged. Hands-on early latrine preparation can be organised by many individuals working in the occupation or by qualified specialists. A significant portion of one's socialisation is the result of deliberate efforts, but a significant portion of it is also the result of unintentional occurrences, such as when the single gets ones about usual activities without specific directions about them.

Wright was able to make sense of the fact that in extra social orders that have been developed, a larger part in the intricate process of socialisation is taken over by the mass media. The person, at various points throughout their day-to-day lives, leaves behind a few routine practises that are influenced by the media. The efforts of the family and their day-to-day lives, as well as their standing in the socialisation cycle, can both be strengthened and weakened by the media. Children can learn directly from many forms of media, which also transfer information to their parents and other friends and family members. They go on to communicate the guiding principles of behaviour. The media can be utilised openly for educational and doctrinal purposes, as as in instructional television, or in the double dealing of all forms of mass communication and tyrannical socialites, in which the systems effectively strive to promote and sustain the traits that they endorse. The influence of the media is often impromptu and questionable, maybe broken compared to the winning principles of some meetings or to those of the entire society, in many varied social systems that lack authority values and with no central direction and control. This could result in a gap between what was expected and the outcome that was actually achieved, with unanticipated and unpleasant outcomes stemming from both the content and the technique of the media. Even the other people who specialise in sociability have to rely on the mass media for information on the events that take place in the world around them. For instance, the way in which modern science is communicated to the general public through the mainstream media has had an effect on the ways in which parents care for their children, meet their needs, and respond to their actions.

OBJECTIVE

1. To comprehend the job of mass media in socialization cycle of children.

2. To Study the positive effect of mass media on children character improvement.

RESEARCH METHODOLOGY

Media, including the web, social networking, are incorporated into people's life. In reality, surveys have revealed that the amount of adults and teens hoping on mass media to collect data or interact with each other has climbed tremendously inside the recent couple of years. There are various disputes on whether or not the media have a beneficial or harmful influence on our life. many of us believe that the socializing advantages of media, the simple truth that distance longer an insurmountable obstacle, and also the opportunity of exchanging facts internationally indicates ways mass media have changed our lives for the better. However, the opposing element of the argument claims that isolation, higher dangers and also the loss of fundamental thinking are the main impacts that media have had on youth, dynamic them for the more serious. Paradoxically, each arguments are accurate since the reality lies somewhere between them.

The influence that mass media has on socialization is one of the most controversial and contested consequences of mass media. Social networks are one type of mass media communication which has had a huge influence on our society; Face book alone has reached more than 500 million members, 65 percent of them are teens. The reason for this is that there internet platforms give the so called "third space" (outside of the house and school), which psychologists claim to be necessary to youngsters in order to socialize and grow up their individuality. The potential social networks offer is in fact a welcome, more accessible 'third space', due to which humiliation and social inequalities are abolished as hurdles to socializing.

It is only natural that social scientists have concentrated more on analyzing the harmful impacts of mass media in socializing youngsters. Yet the mainstream media also give possibilities for constructive socializing. Whether the mass media teaches prosocial or anti social conduct more readily undoubtedly relies on how the activity is portrayed, but the same learning process involves. It seems to be possessed with a fear of children blaming them for many of the society's ills: crime, graffiti, drugs, booze, sex, adolescent pregnancy the list goes on. But if these views are correct where this rebellious do attitude emerge from. The obvious response would come from the raising of children.

SAMPLING METHOD

The researcher is using the random method of non probability sampling for this present study in order to have adequate representative data because considering the teenagers in the Nanded city it may be possible that some of the teenagers are school dropouts so finding the exact number of teenagers is difficult.

Considering the non probable number of teenager the respondent will be 50 .And they will be divided as boys & girls in equal number i.e.25 boys & 25 girls. To understand the impact of mass media on socialization it is important to understand the view of parents hence 50 parents of the same teenagers will be respondents. The social work intervention is also an important prospective hence 50 social workers from social work field who are working in the area of teenage development will be selected as respondent

Limitation's of Research: This research subject is limited only for Nanded city. The title of research -A study of Impact of Mass media on socialization of the Teenagers: A Social work intervention special reference to Nanded City.

ANALYSIS AND INTERPRETATION OF DATA

A compilation based on the information gathered from young adults..

Table 1. This table provides information on the many forms of mass media that are most frequently utilised in the everyday lives of adolescents..

Sr. No	Mass media used by teenager	No of respondent	Percentage
1	Internet	14	28%
2	Whatsp	08	16%

| 3 | Newspaper | 08 | 16% |
4	TV	08	16%
5	Magazine	01	2%
6	All of the above	07	14%
7	None of these	04	8%
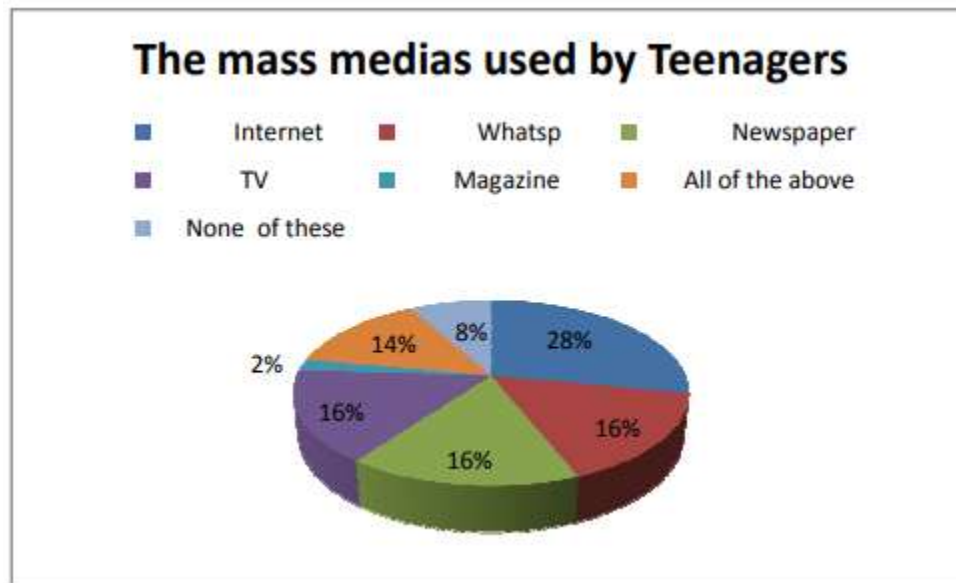
According to the data presented in the table above, twenty-eight percent of respondents make regular use of the internet for a variety of activities. Whatsapp, newspapers, and television each account for 16 percent of total media consumption. 14 percent of teens are discovered to be more active than they are utilising all of the aforementioned mass media in their day-to-day lives, which is considered to be beneficial for their development. Only 2% of teens regularly read print publications like magazines. And eight percent of young people say they have never used any of these forms of mainstream media in their lives. According to the findings of this research, the internet is the kind of mass media that is most popular among adolescents of this generation. On the other hand, teens tend to have a much lower level of interest in periodicals. Electronic media are gradually taking the place of more conventional forms of entertainment and sources of information.

Table 2. showing the of respondent having their own mobile phone

Sr. No	Teenagers having own mobile	No of respondent	Percentage
1	Yes	35	70%
2	No	15	30%
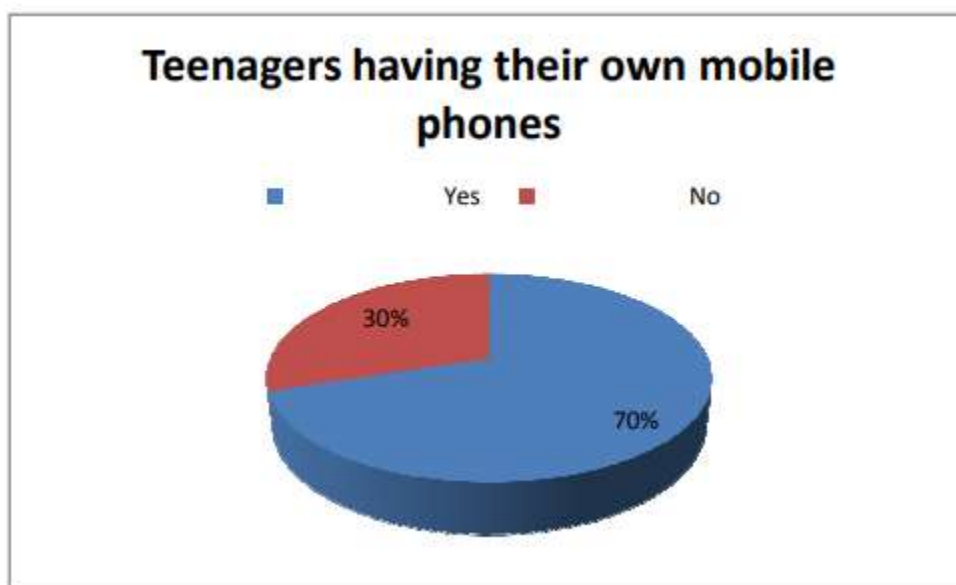
Table 3 showing the time spend by the respondent on mass media.

Sr. No	Time duration	No of respondent	percentage
1	1-2 hrs	33	66%
2	3-4 hrs	11	22%
3	4-5hrs	04	8%
4	10-12hrs	02	4%
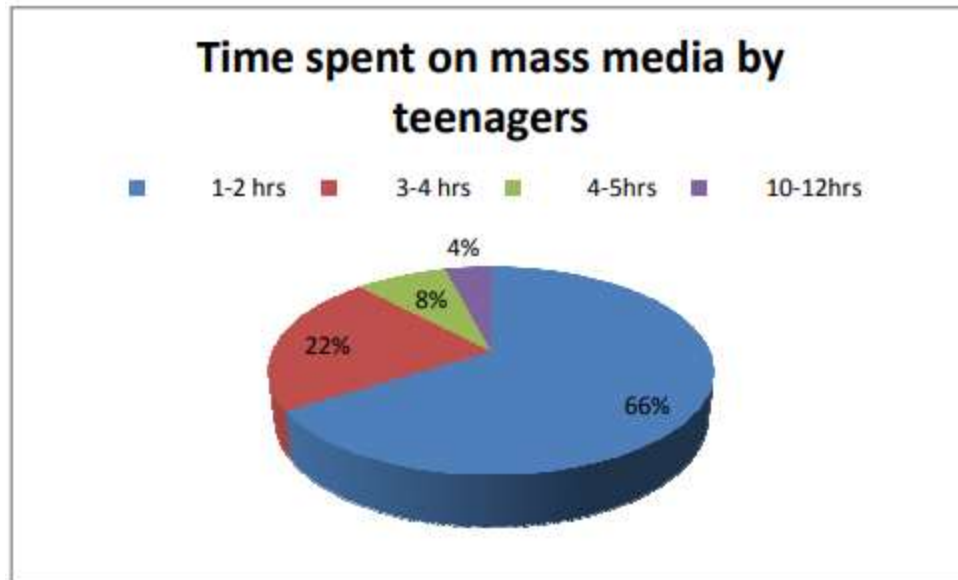
The chart that was just shown demonstrates that 66 percent of teens utilise mass media for one to two hours every day. However, this ratio is more prevalent in observation due to the fact that teenagers spend their time consuming a variety of forms of mass media. 22 percent of adolescents use between three and four hours per day. 8 percent of teens admit to using mass media for five to seven hours per day, while 4 percent of teenagers say they are addicted to using mass media because they devote ten to twelve hours per day to it. According to the findings of the observation, the use of mass media is gradually developing into an addiction to mass media. Teenagers are particularly susceptible to the allure of audiovisual mass media.

Table 4. showing the face book account status of teenagers.

Sr. No	Having face book account	No of respondent	percentage
1	Yes	43	86%
2	No	07	14%
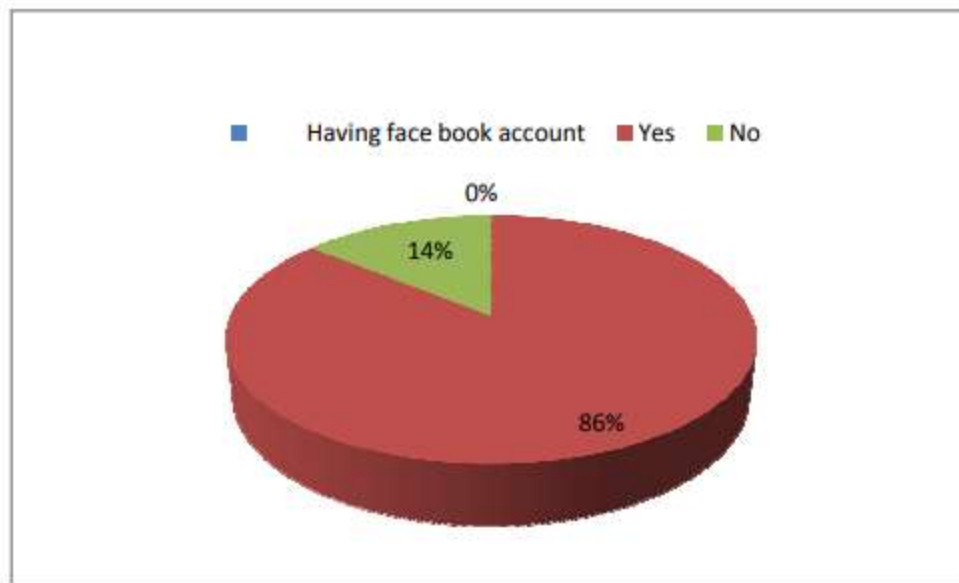
The fact that 86 percent of teens have a Facebook account on a social networking site indicates that most teenagers communicate with one another through the use of social networking sites. This can be seen in the table above. And one-fifth of young people aged 13 to 19 years old do not have a Facebook account. Because of this, teens are able to keep in touch with their pals through social networking sites, and they are interested in participating in social network activities through Facebook.

Findings

1. According to the findings of this research, the Internet is the kind of mass media that is utilised by the greatest number of people. They utilise it for online talking, collecting study material, using social networking, playing games, and a variety of other activities as well. As newer forms of mass media, such as the internet and mobile phones, continue to displace more traditional forms, such as newspapers and magazines, traditional forms of mass media are finding less and less use.

2. According to the findings of the current research, adolescents spend an excessive amount of time using a variety of forms of mass media, which might have a negative impact on their physical well-being. It is producing a variety of health concerns in youth, including issues relating to the eyes, obesity, and weakness, among other health problems.

3. According to the findings of the survey, the primary reasons for which teens use social networking sites are to communicate with one another and to make their opinions known to the general public. The adolescents are growing the number of friends they have through the use of social networking sites, but they are not aware of the specifics of their new friends. Developing friendships with people they don't know well can sometimes be detrimental to a person's personal and social life.

4. According to the findings of the study, adolescents are developing emotional and mental issues as a direct result of their addiction to various forms of mass media.

5. The adolescents are at risk of developing depression if they are unable to maintain connections with their peers through social networking sites or with their pals.

CONCLUSION

To summarise the issue that was brought to light by the study, the role of the socialisation agency has been shifting in accordance with the changes in society. The adolescents are developing a closer relationship with the mainstream media rather than with their friends, families, or neighbours. Teenagers are exhibiting a variety of new behaviours as a direct result of the influence of mainstream media. It is possible to state, without a shadow of a doubt, that the mass media plays an essential role in contemporary life and is an integral component of the lives of all people. The mass media are making our lives simpler, more enjoyable, and more informative, but youngsters are utilising it in the incorrect way, which is why they are obtaining a variety of difficulties that are tied to the mass media. In conclusion, the findings and recommendations of the current research reaffirm the hypothesis that the influence of mass media on adolescents has both good and bad effects on the lives of such adolescents.

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