

Media: Media refers to the means of communication, which gathers all the information and transmits that information to the society. It includes electronic and print media. Electronic media counts television, radio, telephones and internet while print media counts newspapers, magazines, pamphlets etc. media has become one of the ultimate tools or medium of gathering the information (credit goes to internet).

Importance of media: why it has become such a strong tool?

The answer to the above question lies here- Media is the best medium of communication for mass audience; it reaches the mass that is the population. Today, we are able to check out the latest news and current affairs of the world with just few clicks of mouse or simply by turning on the radio or television, along with glancing at the newspaper every morning. The majority of people, all across the world, are dependent upon various sources of media for keeping themselves updated about the various ongoing issues around the globe. Media is becoming helpful in so many ways like it is the number one source of information, provides us immense knowledge & transmits information, raises voice against social evils, raises our consciousness, provides live telecast and true pictures for various events, **and** educates the society. Some of the good things that are accredited to mass media are mentioned below:

- Educates people.
- Quick delivery of latest news and current affairs.
- Provide a platform to perform talents.
- Increases the knowledge.
- Great source of entertainment.
- Circulates various cultural practices across globe.
- Used as a source of promotion of various products and things.
- Mass media has made this world a global village.

The mass media refers jointly to all media techniques, which are used for mass communication, and to those organizational set ups which control these skills. The countries, which have reached a high level of growth and various other kinds of development, the mass media consisting of cinema, internet, mobile phones, computers, radio and TV has an important role in overall development of these nations. The mass media plays a substantial role in shaping public perceptions on a multiplicity of important issues. The mass media consists of the internet, television, newspapers and radio and the likes, among these internets is significantly more persuasive than any other kind of media. It is two times more dominant than TV and eight times more influential than the traditional form of media that is print media. The mass media is good but very often it wastes people time and distracts them from using their time in doing valuable things. The mass media has a huge effect on people of all ages but youngsters are exposed to mass media more than the other ages are.

Studies regarding the effect of Mass Media on Youth

Many studies have been conducted to assess the effect that mass media exerts on the youth. Various studies reveal different types of outcomes that media has on the young people. Some of the studies and their findings are given below:

- Jennifer Lynn Fitzharris and Kathleen M. Morrissey (2004) studied Adolescent and Parent Perceptions of Media Influence on Adolescent Sexuality founded that media is certainly having an effect over the sexuality of adolescents as they are only dependent on media to get updates from, but media is not the only factor responsible for their behavior. This has another side too, that media is not solely responsible for the sexuality related behaviors.
- Ghulam Shabir, Yousef Mahmood Yousef Hameed, Ghulam Safdar, Syed Muhammad Farouq Shah Gilani (2014) studied The Impact of Social Media on Youth: A Case Study of Bahawalpur City. The results show that the Majority of the respondents agree with these influences of social media. Social

media endorses unethical pictures, video clips and images amid youth, anti-religious links and post create hatred among peoples of diverse communities, Negative use of social media is weakening the relationship among the countries.

- Melanie Burleson Richards(2010) studied Mass Media's Relationship with Adolescents' Values and Behaviors: A Theory of Mediated Valueefflection concluded that this study was valuable and required to show parents and society that media is evidently not the most impactful influence on adolescents' values and behaviors. Further there are more powerful influences, which can actually make a difference in the values and behaviors of a child.
- Shabnoor Siddiqui, Tajinder Singh (2016) studied Social Media its Impact with Positive and Negative Aspects, and founded that Social media has improved the quality and rate of association for students. Business uses social media to improve an organization's performance in numerous ways such as to achieve increasing annual sales of the organization and business objectives. Youngsters are seen in touch with these media on a daily basis .Social media has many merits along with some demerits, which affect people in a negative way. False information can cause the education system failures, also social media can exploit the society by attacking people's privacy, some blogs can encourage youth to become violent and take some incorrect actions. Use of social media is helpful but should be used in a limited way without getting dependent.
- Oroles Florescua (2014) studied Positive and Negative Influences of the Mass Media upon Education concluded that the mass media information is presented in a nice and accessible manner; hence it attracts the attention of child or youth. The information inspires the youth intellectually and affectively but it has to be extremely efficient for the betterment of the youth and society.
- Dr. A. Jesu Kulandairaj (2014) studied Impact of Social Media on the Lifestyle of Youth founded that Social Networking Sites empower youth to raise their opinion against social issues and share information for the benefit of the society. Social Networking Sites influence the life of youth in a way that the brands and companies can exploit them. If the Social Networking Sites endorse a healthy life style through its posts, messages and videos that will help in developing a healthy young generation. Therefore, corrective and precautionary measures should be taken regarding these negative effects and the young people should be made well educated and aware regarding such problems.
- Kristen E. Van Vonderen,(2012) studied Media Effects on Body Image: Examining Media Exposure in the Broader Context of Internal and Other Social Factors founded that specific and significant correlations were found between media and both body dissatisfaction and internalization of the thin ideal. It means that media is having a direct effect on body ideals of youngsters.
- Katherine V. Russell (2007) studied The Changing Face of Youth: Mass Media Culture and the American Teen. She conveys that teen life and culture is loaded with media influence, and that it is an all-pervasive component in their lives on day-to-day basis. Furthermore, the concerns related to varying structure and changing aspects of the family, have led to increased presence of the mass media in teenage life.
- Dr. M. Neelamalar & Ms. P. Chitra (2009) studied New Media and Society: A Study on the Impact of Social Networking Sites on Indian Youth concluded that the bulk of current college students in Indian settings have access to the computers and Internet for a large period of their lives. These digital citizens use these technologies as a reasonable extension of old-fashioned communication systems, and find social networking sites often a much faster and more suitable way for interaction. The youngsters are also aware of the risk and danger involved in these sites is a progressive indicator that Indian youth is not only tech-savvy and publically active through social networking sites but they also have the sense of social consciousness.

Findings: The findings of the above-mentioned studies are given below:

- Practical evidence proposes that television and other media effect adolescents' attitudes and behaviors.

- The excessive consumers in the educational computer labs use the social media platforms for chatting, comments, image, texting and video sharing etc.
- The population fitting to different age groups uses the social media but the young population is at the front position in the social media portals all over the world.
- Media is visibly not the utmost effective influence on adolescents' behaviors and values.
- Policy makers and parents have been too focused on adverse media effects, they have discounted some of the progressive way's adolescents can deal with media.
- Social media has amplified the quality and rate of collaboration for learners.
- Fake information can lead the education structure's failure, in an institute wrong advertisement will disturb the productivity, social media can misuse the society by attacking people's privacy, some impractical blogs can influence youth to become violent and can yield some inappropriate actions.
- Youth defines positive effects of Social Networking Sites on their private life than the adverse effects. Most of the participants say that, they could be more outgoing, more creative and more widespread with Social Networking Sites.
- Many of the young people have been wide-open to undesired content or image over the net through Social Networking Sites.
- Most of the young people have got into websites, which are inappropriate or dangerous.
- Majority of the young people do have a practice of starting their day with any kind of activity in Social Networking Sites, like checking friend's information, listening music online or watching videos.

RECOMMENDATIONS

- Schools and families need to make young people and children aware about the progressive role of media.
- Information chosen by young people or students must have an awareness of parents or teachers.
- Media should act as a teaching source.
- Parents and teachers must know how the student views his own concept of awareness, most of the concepts and ideas are the outcome of the media.
- Schools and families should be corrective only when it is needed.
- Social Networking Sites must give limitations in viewing or sharing of risky or inappropriate images or links of websites, which are related to crime, violence and sex. Moreover, the youngsters have to be aware of these difficulties and they have to be well aware of the positive and negative effects of Social Networking Sites
- Explore the techniques of Social Networking Sites to motivate the young people to create a value-based system by sharing purposeful and important content.
- Improve the service of providing a podium for expressing an individual's creativity and talents to be acknowledged by the world, with its extreme possibilities so that the whole youth can explore these opportunities.
- All the youth must be well aware of their right and discover the opportunities provided to them by Social Networking Sites so that they can raise their voice against societal issues.
- Social Networking Sites must provide a platform in Social Networking Sites to do something decent for the society and for the good of the society.

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