



Motiwala Education & Welfare Trust's
MOTIWALA COLLEGE OF EDUCATIONAL SCIENCES
NASHIK

B.Ed Course - 101

CHILDHOOD AND GROWING UP

Practical No.4: Conduct a study on 'Impact of Media on growing up of children

EVALUATION SCHEME

R No - 05

Rating scale 1) Unsatisfactory 2) Average 3) Satisfactory 4) Good 5) Excellent

No.	Criteria	1	2	3	4	5
1	Introduction					
2	Concept/Meaning of media			✓		
3	Types of Media			✓		
4	Information about impact of media			✓		
5	Importance of impact of media			✓		
6	Positive impact on growing children			✓		
7	Negative impact on growing children			✓		
8	Reflection/opinion about impact of media on growing up of children.				✓	
9	Educational Implications				✓	
10	Overall impression			✓		
Total marks - 50				32		

Qualitative Feedback (if any):

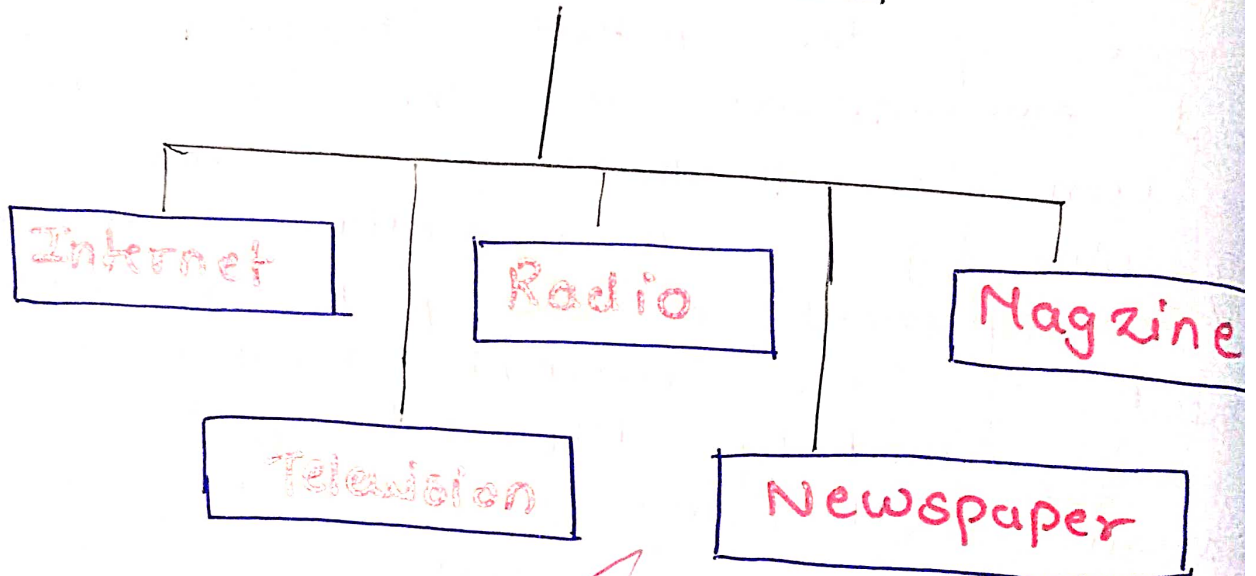
Date: 11/9/22

Signature of Guide Teacher

Introduction

one of the notable changes is our social environment in the 21st century has been the saturation of our culture & daily lives by the mass media. Unfortunately the consequences of one particular common element of the electronic mass media, has a particularly deleterious effect on children's well being. It is now just kids in bad neighborhoods or with "bad" friends who likely to be exposed to bad things when they go out on the street. A "virtual" bad street is easily available to most youth now in their very homes. Radio, T.V, movies, video games, cellphones & computer networks daily lives. The media has demonstrated potentially profound effects both positive & negative on children's cognitive social & behavioral development. It is widely accepted that media has profound influence on child health, including violence, obesity, tobacco & alcohol use & risky sexual behaviours. Simultaneously, media may have some positive effects on child health.

MEDIA



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We need to understand better now to reverse the negative impact of media & make it more positive

* Concept / meaning of media. *

The term media, which is the plural of medium, refers to the communication channels through which we disseminate news, movies, education, promotional message & other data. It included physical and online newspaper & magazines, television, radio, bill boards, telephone, the internet, Fax & billboards. It describes the various ways through which we communicate in society. Because it refers to all means of communication, everything ranging from a telephone call to the evening news on television, can be called media. When talking about reaching a very large number of people we say mass media.

ex:- Newspaper, T.V, radio. channels.

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Types of Media

Traditional media.

Print Media.

eg:- Books
Reports
Magazines
Journals.

Broadcast media

eg:- Radio
Television.

Types of Media.

Digital Media

eg:- Websites
Blogs
Podcasts
Digital.
Hard drive.
DVD.
CD-ROM.
Floppy disk

Mass Media.

eg:- Social Media

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Impact of Media.

Media gives information about current news affairs etc.

The Influence of media is being used in ways that shape politics, business, world culture, education, careers, innovation more.

Here are Top Seven Impact of Social Media described below.

Top Seven Impacts of Social Media.

The impact of Social media on Politics

The impact of Social media on Society

The impact of Social media on Commerce

The impact Social media on world of work.

The Impact of Social media on Training & development

The impact of Social media on Relationship.

* Dark side of media. *

Media also exposes children to violence sexual & substance abuse messages. In fact a young child is exposed to sexual messages more than 14,000 times per year, without parental control and support, these children have the risk to misunderstand these messages. The American Academy of Pediatrics mentioned that more than 1,000 scientific studies have suggested that significant exposure to media violence increases the risk of aggressive behaviour & produces violence desensitization.

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* Bright side of Media *

On the otherhand, the American Academy of Pediatrics also mentioned that media also has a positive impact on children.

For example - "Sesame Street" T.V program helps children learn numbers colours & letters, Another program the "Wonder pers" can teach children empathy and Tolerance. Social media websites can encourage teens to interact with peers or find support in social groups. The use of social media can also increase access to information related to health and wellness.

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Positive impact on growing children.

- ① Mode of Entertainment and self expression - Social media platform, like Facebook, Twitter and Instagram, provide space for teens to interact with people of similar interests across the globe. Teens find this interaction entertaining & satisfying for their self-expression thus boosting their confidence & self-esteem.
- ② Could be a source of inspiration - online documentaries, movies, inspirational stories on the internet, print, broadcast media can be source of inspiration for your teen. For instance you & your teen could watch real life based movies such as Steve Jobs and Chaplin to get inspired in life.
- ③ Helps develop social skills :- Some teens & tweens are introverted for them social media is a free environment where they can interact without much hesitation. Social networking helps them develop social skills that are necessary.

④

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For effective communication. Effective communication is necessary to develop & maintain relationship.

④ Develops social & political sense -
Teens & tweens who take an interest in current affairs and news are highly likely to be interested in social, political and human development issues like poverty, global warming etc. It is an important positive effect that could help determine your child's personality & interests.

⑤ Makes them aware of the importance of health - media disseminates information on health and well-being. A teen who pays attention to such information is more likely to be aware of various health issues like teen depression, child weight obesity etc and their possible solution. This might help them make informed & healthy lifestyle choices.

* Negative Impact on growing*

1) Might lead to health and development issues - Extended screen time is associated with poor academic performance, sleep deprivation, reduced physical activity and face-to-face social interaction. All these factors are associated with health issue such as obesity & the negative impact on the overall development.

2) Might in still wrong perception:- Media often portrays a grown-up to be cool if they eat junk food, smoke, drink alcohol, use drugs, drive fast etc. all these presentation of adult life can have an influence on a teen or been making them emulate their favorite actors.

3) Could develop unrealistic body image- Media has a sharp effect on how teens interpret beauty & positive body image. For instance, the media usually creates an impression that thin & fair are

are beautiful features to have seen. However, excessive use of these features has a negative effect on the child's self-esteem.

Heightened addiction :- Habit of gaming or game may be most potential negative effect of the media, especially social media. Research shows that the overuse of social media networking could lead to stimulation that is similar to other addictive behaviour. Most have lost pictures or feeling online & eagerly wait for like, shares, positive comments from friends. These experience activate the brain's reward system & increase the levels of dopamine. It can rise the likelihood of media addiction in the long run.

May develop violent behaviour :- A study showed that watching violent video games leads to an increase in children's violent and erratic behaviour. It is positively co-related. Similarly, studies show that playing violent video games can lead to children's behaviour & could make aggressive.

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* Reflection / opinion about Impact *
of media on growing up
children

The negative and positive effect of media on your children depends on the amount of time spent on media and how well parents regulate the child's exposure. Its impact on growing up children should not have addiction because of this it can affect the academic career. Positive effect rise the children's growth. So use of media should Analyse time to time by the parents.

~~Saver~~
6/9/22