

ROLE OF MEDIA CONTENT IN BEHAVIOR SHAPING OF THE SOCIETY

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ABSTRACT

Purpose of study was capturing the perception about media shaping the innocent behaviors. The participants of research were federal and provincial government employees and public sector universities teachers. Seventy percent responds were MA/MSC/MPhil degree holders. Majority of participants were in age range 31-40 and 91.4% were male. The ANOVA results of (table 3) reveal that mean differences among Children gain information through cartoons, Women are impacted more by drama serials, Men mostly watch political/news shows and Teenagers mostly listen to music and watch movies. Findings indicate that Men mostly watch political/news shows (M=6.10,SD=.89) and Teenagers mostly listen to music and watch movies (M=5.96,SD=1.21). Research result indicate that media is the most powerful weapon of the 21st century. Presently it works on the principle of controlling the behaviors and hearts of the masses. It is also spreading obscenity, love of world, wealth and position. It has increased a sense of competition and envy. Media presents the good things in a bad light and bad things in a good light. Media is use as tool of deception. A person not only deceives others but also oneself. Media has adverse impact on human relation, as they become weak thinner, skeptical/doubtful. Individualism and materialism is increased and low reading scores, poor physical fitness, violence, aggression, lack of social etiquettes and misbehavior. Every human being is unhappy with the behavior of other. The greater frequency of interactions with the artificial and colorful lifestyle attracts our younger generation towards the dirty pond of all kinds of social and moral evils.

Keywords: media, children, drama, weapons, envy, skeptical, individualism, misbehavior, generation.

INTRODUCTION

Media is generally considered as a major source of spreading information and educating masses at their door steps in the shortest possible time. However, Media has a multi-dimensional role to play in a societal setup and behavior building. Media reach almost every house, viewed by hundreds of millions of people every day, feeding them with ideas, moving their emotions and modulating their thoughts. It had

laid its grip on the imagination of every class of people, upper, middle and even lower. Its influence has penetrated every. Now a day it is looked as one of the fundamental requisites of home. Both printed electronic media assumed a remarkable in our life. Every picture portrays two sides but the one, which is depicted with glamour and pomp and show. Man is constantly the easy target of consistent status

bombardment from every side made by media, media being the most sophisticated form of communication influences man more than any form of communication. Media is generally considered, as the most powerful tool to bring desired social change in the society. This proves that UN planned and unchecked promotion of information technology can lead to retrogression rather than development in the society as a whole. Addison (laboratory experiments in the review yielded a model finding of enhanced aggression with exposure to media violence.

Method and procedure

Statement of the problem

Consumption of information, especially through electronic media is now a very important part of the modern day family. Children gain information through cartoons, drama serials impact Women more, Men mostly watch political/news shows and Teenagers mostly listen to music and watch movies.

Objectives

The study aims to determine the generalized sources of information for different types of individuals present in a society

Sample

The conveniently drawn sample of the present study comprised of N=70 government

institution employees in KP and federal government serving on responsible posts and public sector universities teachers. The inclusion criteria of the sample was an age range of 20 to 60 years with educational baseline of graduation. 16 participants held BA/BS degree, 49 had MA/MSC/MPhil degrees and 5 were PhD.

Procedure and Design

Sample was taken from federal and provincial government institutions employees of National Institute of management, Pakistan provincial services academy, Pakistan academy for Rural development, public sector universities teachers and school of governance of KP. Main consideration of Research was participants of the research should be sensible, mature, and serious, have awareness about world politics, and socio economic condition and minimum qualification should be Graduation. Researcher had face-to-face interaction with participants and explained the purpose of research and the explained the questions thoroughly in order to avoid vague responses.

Results and discussion

The purpose of this research was to know the **Medias shaping the innocent Behavior**. One-way ANOVA is applied to examine the mean differences on study variables.

Table 1

Demographic characteristics of sample (N=70)

		Frequency	Percentage
Qualification	BA/BS	16	22.9
	MA/MSC/M.Phil	49	70
	PhD	5	7
Gender	Male	64	91.4
	Female	6	8.6
Age	20-30	10	14.3
	31-40	28	40
	41-50	25	35.7
	51 and above	7	10

Table 1 shows characteristic like qualification, gender and age of the respondents. Frequency and percentages of the sample were calculated. Seventy percent respondents were

MA/MSC/MPhil degree holders. Majority of participants were in age range 31-40 and 91.4% were male. All of the respondents of the study were educated. Minimum qualification was graduation.

Table 2

Pearson product moment Correlations among Children gain information through cartoons, Women are impacted more by drama serials, Men mostly watch political/news shows, and Teenagers mostly listen to music and watch movies (N=70)

	Children gain information through cartoons.	Drama serials impact women more.	Men mostly watch political/news shows.	Teenagers mostly listen to music and watch movies.
Children gain information through cartoons.	-	.246	.292	.213
Drama serials impact women more.			.053	.236
Men mostly watch political/news shows.				.057
Teenagers mostly listen to music and watch movies.				

$P < 0.05$

The data analysis (Table 2) indicates that most of the variables have positive correlation.

Table 3

Mean, standard Deviation and F values

	Mean	SD	F	p
Children gain information through cartoons.	6.01	1.07	.454	.637
Drama serials impact women more.	5.96	.81	.478	.622
Men mostly watch political/news shows.	6.10	.89	1.274	.286
Teenagers mostly listen to music and watch movies.	5.96	1.21	.651	.525

$df=69$ $p < 0.05$

The ANOVA results of (table 3) reveal that mean differences among Children gain information through cartoons, Women are impacted more by drama serials, Men mostly watch political/news shows and Teenagers mostly listen to music and watch movies. Findings indicate that Men mostly watch political/news shows ($M=6.10, SD=.89$) and Teenagers mostly listen to music and watch movies ($M=5.96, SD=1.21$)

Discussion

The purpose of this research was to know how the Media is shaping the innocent Behavior. Research result finding support, Children gain information through cartoons, Women are impacted more by drama serials, Men mostly watch political/news shows and Teenagers mostly listen to music and watch movies. Without any doubt Media is the most powerful weapon. Through media behavior set is changing, hero is converted into zero and zero

is converted into hero, good habits are making bad and bad things are converted into good. Media works on the principle of controlling the behaviors and hearts of masses. There are many positive aspects of media i.e. imparting information, spreading knowledge etc. but it is also challenging the very fabric of society and ruining it invisibly. The big owners of media houses want to make money without even considering the contents, they are spreading, excessive lust has blinded their discretion to choose and select any material for public good, to make money has been the sole object of media mafia without paying any heed to the havoc media is inflicting on the societies. Booming media has created trends i.e. Influencing culture, tradition and life style, young generation is more exposed to media which are dominated by the west, it has undergone marked change in every aspect of life. Media gadgets greatly distorted their character instead of shaping them. Teenagers

have totally changed their social life, habits, behavior and so on. Political talk shows, news film, drama and musical programs escalating violence, aggression, erosion of traditional morality and leads our youth less towards entertainment and more towards fashion display. More over appetite of stomach and sex and these impacted societies in the form of obscenity and corruption.

Conclusion

Media, undoubtedly one of the most powerful tools of communication, holds immense influence over society by shaping thoughts, behaviors, and perceptions across all segments of the population. From printed newspapers to electronic platforms and social media, media has become a fundamental presence in every household, guiding public opinion, shaping cultural values, and impacting personal choices. While it plays a vital role in spreading information, educating the masses, and promoting awareness, its unchecked expansion and commercialization have raised serious concerns about its overall impact on societal well-being.

The findings from research reveal that media consumption habits vary by age and gender—children are heavily influenced by cartoons, women by drama serials, men by political and news shows, and teenagers by music and movies. These consumption patterns reveal how media subtly molds behaviors and values. For instance, continuous exposure to media violence, as highlighted by psychological studies, increases aggression and desensitizes individuals to real-life conflict. Likewise, the glorification of materialism, fashion, and superficial lifestyles has contributed to a cultural shift that undermines traditional values and moral standards.

Media no longer just reflects society—it actively shapes it. What was once considered immoral or inappropriate is now normalized, and what was once respected is often ridiculed. This role reversal, fueled by the commercialization and profit-driven motives of media conglomerates, has led to an erosion of cultural heritage, increased moral ambiguity, and confusion among the youth about identity and purpose.

In conclusion, while media remains an indispensable part of modern life, its role must be critically evaluated and responsibly managed.

Only through conscious regulation, ethical content creation, and media literacy can we harness its positive potential while safeguarding society from its negative repercussions. Media must be a force for progress, not a driver of decline.

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