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MAKE THE MEDIA AS A MENTOR NOT A MONSTER IN YOUNG ONES' MINDS



J. Hemarajarajeswari

M.Phil. Research Scholar, PSG College Of Arts and Science,
Coimbatore.

ABSTRACT

"It is easier to build strong children than to repair a broken man."

~Fredrick Dongless

'Children'- the word itself gives you some kind of in-depth happiness in every one's life. You all may know its' certainly because of the pure heart, without any mixture of external and internal complex way of thinking, just they all do is enjoying the each and every moment of their life from visualizing a magical world around them by seeing that we, the elders can also go back to our childhood. This is the period where the child can enjoy and by the time learn the sufficient things by interacting with the auspicious nature. The nature and the children having much interaction during the developmental period, when a child enters into the adolescents or adulthood there the interaction between the nature and the will be low because of this hectic life style that we all are living now. So the developmental period is the most important period for each and every one in our world.

KEYWORDS :Make the Media, adolescents or adulthood.

INTRODUCTION

In Thirukkural the great poet Thiruvalluvar said as follows.....

*"Sire greatest boon on son confers, who makes him meet,
I n councils of the wise to fill the highest seat."*

~ Kural 67

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This sounds the importance of the parental role as – The benefit of a father should confer on his son is to give him precedence in the assemble of the learned. This two lined thirukural can be an eye opener to the parent who all missing or forgetting their role. Children to their parents are not just their own property or they can't argue that they only have the rights on the way they brought u their children. Of course they have the full rights over their children but still by using that rights some of the parent s just spoiling their children's' future. Their children are not just going to play the role as children to their parents, they also going to play the roles like a brother, a student, a respectful profession, a husband or a wife and a prestigious father and so on in future. Thus they have to play a different kind of roles along with many people in their life time which demands a high level mankind to survive or to have a status in the society.

Children they are the greatest asset of every nation. Every building requires a strong basement to stay still for a long time likewise each and every children require a strong and healthier foundation in their childhood and that only can possible through the better parenting. Parenting is an art. It's like you are having wet clay in your hand. The choice is yours, either you can make a wonderful statue and let it sign in the world or let it dry which doesn't receive any importance from others. So the every parent having this art by nature but still the changing lifestyles undoubtedly changing the parenting kind also. One thing is impossible that we cannot run into the past life style at once unfortunately we don't have any such kind of time machine in our hand but by god's grace we the human being have a quality like we can distinguish between the good and bad by our heart/mind which can make your child better or worse even which kind of world you are living. So this is the time that just open your heart not just the eye and look around your child there are lots of things destroying your children's better childhood invisibly but you the parent of a child can see that. Among that the one huge developing monster is-'**MEDIA'**.

Media which involves ranging from Newspaper, Radio, Television, Computer and Mobile phones which al are the most important gadgets which all are unavoidable in this world by almost all of the human being in our planet because they play the vital role as communication medium around the world we can say that they all uplift our culture and the standard of a human being to the further level. In future also they are the backbone of the survival of the world without any doubt. We can have the information with in a eye blinking time that's great findings from our former scientists to this world. Of course they did it to uplift the standards of our living not to destroy any living being but something is unavoidable that is there is always good and bad cannot be separated may be the ratio differs or it depends upon the user how he or she make use of it. Likewise media by itself has unnumbered uses still the bad side of the media influences the young minds a lot in a negative way.

Why it is so? Because, In few decades before the accessibility of those kind of media to the young one is very less, or else we can say that they don't even had a chance to see it. But nowadays it's totally changed it's because as said before accessibility rate is high without this nothing can done by people in every aspect of their roles. So nowadays the children born with the gadgets and media accessing knowledge. For some extents it's good to learn all those stuffs in younger age but we can see in this century the children are reacting too much to their age and sometimes it is annoying to the people who all handling them. The knowledge they gain from the media leads to losing the childhood which can build a strong human kind. This is so obvious nowadays. So loving nature of children slowly turning into annoying nature, we can assure that this is partly because of the media.

What is happening in our young one's mind?

"Every child is a different kind of flower and all together makes this world, Beautiful garden."

These words imply the importance of children in the world without them there is no happiness or nothing will be needed to the survivors in this earth for the future. The bonding between the children and the nature is an incredible one. When children not going with nature obviously there will be a drawback appears in their developmental milestone. Media is one of the major drawback of the children in their developing period.

Parents nowadays using these media as their escaping factor to avoid the children's disturbances while them concentrating on their works. We cannot blame the parents but still by doing such kind of practices they forgetting their important role as a parent. So what is happening while a child has a close bonding with those kinds of gadgets?

TELEVISION:-Television has the potential to generate both positive and negative effects, and many studies have looked at the impact of television on society, particularly on children and adolescents. An individual child's developmental level is a critical factor in determining whether the medium will have positive or negative effects. Not all television programs are bad, but data showing the negative effects of exposure to violence, inappropriate sexuality and offensive language are convincing. Still, physicians need to advocate continued research into the negative and positive effects of media on children and adolescents.

Learning-Television can be a powerful teacher. Watching Sesame Street is an example of how toddlers can learn valuable lessons about racial harmony, cooperation, kindness, simple arithmetic and the alphabet through an educational television format. Some public television programs stimulate visits to the zoo, libraries, bookstores, museums and other active recreational settings, and educational videos can certainly serve as powerful pro-social teaching devices. The educational value of Sesame Street has been shown to improve the reading and learning skills of its viewer. In some disadvantaged settings, healthy television habits may actually be a beneficial teaching tool.

Violence-The amount of violence on television is on the rise. The average child sees 12,000 violent acts on television annually, including many depictions of murder and rape. More than 1000 studies confirm that exposure to heavy doses of television violence increases aggressive behaviour, particularly in boys. Other studies link television or newspaper publicity of suicides to an increased suicide risk.

Nutrition-Because television takes time away from play and exercise activities, children who watch a lot of television are less physically fit and more likely to eat high fat and high energy snack foods. Television viewing makes a substantial contribution to obesity because prime time commercials promote unhealthy dietary practices. Television can also contribute to eating disorders in teenage girls, who may emulate the thin role models seen on television. Eating meals while watching television should be discouraged because it may lead to less meaningful communication and, arguably, poorer eating habits.

Sexuality-Teens rank the media as the leading source of information about sex, second only to school sex education programs. Numerous studies document adolescents' susceptibility to the media's influence on their sexual attitudes, values and beliefs.

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Alcohol and smoking-Tobacco products are not advertised directly on television. However, passive promotion occurs. There is evidence that passive advertising, which glamorizes smoking has increased over the past few years. Television is not the only way that children learn about tobacco and alcohol use; the concern is that the consequences of these behaviours are not accurately depicted on television. One-half of the G-rated animated feature films available on videocassette, as well as many music videos, show alcohol and tobacco use as normative behaviour without conveying the long term consequences of this use.

Advertising-Advertising can have positive effects on children's behaviour. For example, some alcohol manufacturers spend 10% of their budget on advertisements warning about the dangers of drinking and driving. In addition, although some health care professionals disagree about the health benefits of appropriate milk use, milk consumption has increased as a result of print and broadcast advertisements. The average child sees more than 20,000 commercials each year. More than 60% of commercials promote sugared cereals, candy, fatty foods and toys. Cartoon programs based on toy products are especially attractive. Advertisements targeting adolescents are profoundly influential, particularly on cigarette use.

MUSIC VIDEOS:-Music videos may have a significant behavioural impact by desensitizing viewers to violence and making teenagers more likely to approve of premarital sex. Up to 75% of videos contain sexually explicit material, and more than half contain violence that is often committed against women. Women are portrayed frequently in a condescending manner that affects children's attitudes about sex roles. Music lyrics have become increasingly explicit, particularly with references to sex, drugs and violence.

VIDEO GAMES-Some video games may help the development of fine motor skills and coordination, but many of the concerns about the negative effects of television (eg, inactivity, asocial behaviour and violence) also apply to excessive exposure to video games. The effect of violent video games on children has been a public health concern for many years.

INTERNET:-The Internet has a significant potential for providing children and youth with access to educational information, and can be compared with a huge home library. However, the lack of editorial standards limits the Internet's credibility as a source of information. There are other concerns as well.

- The amount of time spent watching television and sitting in front of computers can affect a child's postural development.
- Excessive amounts of time at a computer can contribute to obesity, undeveloped social skills and a form of addictive behaviour.
- Although rare, some children with seizure disorders are more prone to attacks brought on by a flickering television or computer screen.
- No data suggest that television viewing causes weakness of the eyes. It may be different when a child is closely exposed to a computer screen for long periods, although there are no definitive references to support this.

Other concerns include paedophiles that use the Internet to lure young people into relationships. There is also the potential for children to be exposed to pornographic material. Parents can use technology that blocks access to pornography and sex talk on the Internet, but must be aware that this technology does not replace their supervision or guidance.

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There is a wealth of information on coping with the vast resources of the Web, both good and bad. Above all, parents should be encouraged to appreciate that there is potential for more good than bad, as long as one has the knowledge to tell the difference.

Above mentioned are the some of the well-known problems which are more threatening to their better future and not just for the child/s future also this is threatening for every nation. So this is not just a problem that is happening in a four side surrounded room this is a global problem. As a psychologist this is my responsibility to show up the children's state to their parents as well as to the world. I always believe that **"Prevention is better than cure "**.By standing that point of view the following are the remedial steps that a parent can take initially, how to train their children to use this media in a better way.

How to use the parental key to turn the monster into mentor?

Parents are the sculptor of the children. The parental role not just starts after giving a birth to a baby but it starts from before the wedding of a boy and a girl. The way the boy and girl brought up and the attitude towards their married life and parental life all obviously play a crucial role in the child rearing.

Before wedding: If the girl and a boy have a plan to get married they have to analyse certain characteristics which is most important to their life time.

- First the **economy factor** which is first most preference to get married.
- Second thing is the **health factors** obviously these matters a lot for healthy married life.(Modern life style unknowingly influence the peoples healthy life style which is most important to be healthy as an individual as well as a part of a family member especially as a spouse and a parent)
- Third factor is **mental set**; the positive attitude towards the married life is most important thing.

So above mentioned three are the basic three factors that mostly influence the married life. So for get married the boy and girl get analyse their self whether they are ready to get married or not. And nowadays the people they don't even know the reason about, why they need to get married?. What is the purpose of married life? Without knowing these just get married and live a materialistic life never gives them happiness to themselves as well as to their family members. First of all they have to heartily know about everything about married life and then only they should go for it. Than the health factor for most important factor is health. This health factor most important to a girl than a boy obviously it's important to a male also but still the female population only can give the birth to a baby. This makes the female generation are the most precious to a society not just to the society to the earth planet also. Whatever a male contributes to his society and family that credits are only limited to the economy necessity but the female play most important role in giving a great asset to the society as giving birth to a baby. If a child has to born with full nutritional and developmental values means the female populations certainly need a full attention to their physical and psychological health before their marriage.

After Wedding: The couple should have a proper plan after marriage about giving a birth to a baby. Because giving a birth to a baby not at all an easy thing to women as we know. Likewise child rearing also not at all an easy thing it is an art. So that art requires enough physical, psychological, economic and environmental factors to accomplish the art in a successful way otherwise the child which u gave birth and the parent has to face lots of life time problems regarding their family life as well as the societal status.

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Being a Parent: Being a parent, its rights and duty to rear a healthier and a strong child. In this scenario parent are too busy in their work and too lazy in their child rearing duties. Nowadays the both parents are working so in most of the cases after giving the birth the mother immediately started going to the work. That may be economically beneficiary but that not at all helpful to brought up a healthy child in every aspects. At least for a 2-3 years the child require their parents to understand the world in a right way. No play school can teach the baby in such a way. No one can give parental warmth to a child from a parent place. No one can replace the role of a parent.

In current scenario the only companion to a child is obviously the media. Media has lots of stuffs with in it both positive and negatives. People mostly prefer the entertainment Medias which does not teaches a child a healthy lessons ever. So it is a parental role to make aware of the child to distinguish between the uses and misuses of media. First of all the parent should aware about the improper content in the media and how to make their child to keep away from those kind of unwanted media influences on your child. The following are the some of the tips the parent can have for their child's better life:

- Monitor what children hear and see,
- Spend time with your children until at least they cross their teen age.
- Discuss issues that emerge, and sharing media time with their children, parents can moderate the negative influences as well as increase the positive effects of media in the lives of their children.
- Make a media plan: schedule the usage of medias in home settings.
- Keep TV, Video games, Computer, Laptop and Mobiles away from child's bedroom.
- Make media as a family activity until the child grew up. In such a way the parent can discuss pros and cons of media with their children.
- Train the children to make better decisions.
- The parent can have a media education through internet are can have a guidance from child experts.
- Always keep your children busy with some work, let them play with their friends and let them go with nature not by materialistic.
- Have a gut fight against improper media stuffs once you find that can affect your child's mind and physique.
- Train your child with exciting physical and mental work in a healthy competitive manner along with some other children and prize them on their success and tell them how to face their failure.
- Teach them about their responsibilities and don't always offer what they want at once let make them to work hard for what they in need this improve their responsibilities towards their belongings.
- Teach them gratitude.
- Make the child to learn some art which can make the child can think organized and behave appropriately. These art practices can help to keep the children away from electronic Medias.
- Spare some time for your children's betterment and think something new and innovatively which can keep your child busy and healthier and that should keep your child away from media as well and give more pretences to the practices that maximum related to touch with the nature.

CONCLUSION:

Parent is the first role model of their children. If they does not keep their promises/ or duties in the child's early developmental stage they obviously ruin their future of their children. So media nowadays medias becoming a great monster in the children life but parent can play a vital role in tuning their children's media usages like a mentor from a monster by using above mentioned factors.

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J. Hemarajarajeswari

M.Phil. Research Scholar, PSG College Of Arts and Science, Coimbatore.

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