

Review on the effect of Mass Media on the attitude of Gen Z

Aakash Yadav¹, Rajbhar Akash², Parmar Shahil³
Asst. Professor¹ and FYCS^{2,3}

Uttar Bhartiya Sangh's Mahendra Pratap Sharda Prasad Singh College of Commerce & Science, Mumbai, Maharashtra

Abstract: *The highly sophisticated and intricate technology has evolved in tandem with the current organization of the world, presenting individuals to a diverse range of contemporary communication tools. The worldwide community has the ability to obtain knowledge that is being simultaneously disseminated through mass media. The process of modernization in the present era of globalization facilitates the ease with which individuals can navigate their everyday routines. Nevertheless, the user will encounter both advantages and disadvantages as a result of this level of complexity. The improper utilization of this service is a potential hazard that may contribute to societal problems in the community. This article aims to analyze the impact of media on the formation of students' personalities. The writing style is characterized by its qualitative approach, which is informed by extensive research and analysis of relevant literature, including documents, journals, and books, specifically focusing on the impact of mass media. The primary basis of this article is the utilization of the literary analysis approach, which employs both inductive and deductive analysis to scrutinize literature from both local and worldwide scholars. The objective is to arrive at a persuasive conclusion on the influence of mass media on Generation Z*

Keywords: Mass media, Generation Z, Modernization, revolution