

# The Impact of Mass Media on the Human Objectification

Neeta Sonkar<sup>1</sup>, Carvalho Shawn<sup>2</sup>, Chavariya Vinay<sup>3</sup>  
Asst. Professor<sup>1</sup> and TYBMS<sup>2,3</sup>

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

**Abstract:** *Media is a technological tool employed to disseminate information to a larger audience or population. It exerts a substantial impact on our everyday existence and serves as an excellent reservoir of amusement and information. It impacts each age demographic in a distinct manner and affects individuals across the entire age spectrum, ranging from young children to senior citizens. Given that the media serves as our main conduit of information, it assists individuals in shaping their beliefs and attitudes. To ascertain the influence, viewpoints, and sentiments of individuals, we conducted a survey among the specific age demographic targeted for this research. In addition, we have identified particular media events that greatly magnify this issue, and we have ultimately put out a solution to mitigate the impact without dehumanizing individuals*

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