

# A Study on How TV Shows and Social Media are Imposing Fake Standards

**Prof. Leena Vipin Jagawat and Livya Putan**

Asst. Professor and Research Scholar

St. Rock's College of Commerce and Science, Borivali (W), Mumbai, India

**Abstract:** *This research paper examines the complex interplay between modern television shows and the influential role of social media in molding and enforcing fabricated moral standards. In a time marked by the merging of entertainment and digital communication, this study investigates how fictional narratives on television are magnified, analysed, and modified within the realm of social media, thereby exerting an impact on societal values. The paper uncovers the consequences of these synthetic ethical norms on individuals, communities, and the broader cultural milieu. The findings underscore the need for critical media literacy and responsible social media participation to counteract the dissemination of such contrived moral principles. The influence of the relationship between contemporary television shows and the pervasive reach of social media in shaping and promoting moral standards that are not rooted in reality. In an age defined by the fusion of entertainment and digital communication, this study delves into the methods through which fictional television narratives are amplified, scrutinized, and distorted on social media platforms, ultimately impacting societal values. The study explores the implications of these constructed moral standards on individuals, communities, and the broader cultural context. It emphasizes the importance of promoting critical media literacy and responsible engagement on social media to combat the spread of such artificial ethical norms.*

**Keywords:** Television, Social, media, Moral, standards, Ethical, norms, Contemporary, media, Entertainment, industry, Digital, communication

## I. INTRODUCTION

In today's digital age, the amalgamation of entertainment and digital communication has led to a profound influence of television shows and social media in the realm of moral standards. This influence extends far beyond mere entertainment, as these mediums now wield substantial power in shaping and propagating ethical values. Within this context, contemporary society grapples with the complexities of constructed moral codes, a situation that is further exacerbated by the interplay between fictional narratives in television and the extensive reach of social media platforms. This research paper sets out on a quest to untangle the intricate relationship between these two influential mediums and, more importantly, to explore the implications of their synergy in forging synthetic moral standards. Contemporary television programs have moved beyond their traditional role as sources of entertainment. They have evolved into influential channels for communicating societal norms and values. Concurrently, the rise of social media has empowered the collective voice of the audience, turning it into a potent force that can amplify, analyse, and alter the moral messages conveyed through these shows. Consequently, the once straightforward art of storytelling has undergone a transformation, now resembling a battleground where the authenticity of moral standards is under constant scrutiny, subject to dilution, and even replacement by contrived representations. This research endeavors to delve into the effects of this phenomenon on individuals, communities, and the wider cultural backdrop. It aims to bring to light the extensive sway of these fabricated moral standards and the significant ramifications they carry. Moreover, it emphasizes the increasing need to promote critical media literacy and advocate for responsible social media engagement as mechanisms for countering the dissemination of such synthetic ethical norms. This research effort aims to enhance our comprehension of the intricate interplay between television, social media, and morality in the digital era. The interaction between television shows and social media in promoting artificial moral standards is a complex issue with wide-reaching effects on individuals, communities, and the broader culture. It necessitates a combined approach of

media literacy education and responsible online engagement to tackle this challenge. In the present digital age, the intersection of television shows and social media platforms has led to a significant shift in the way society views and constructs moral standards. Going beyond their traditional roles as entertainment sources, these influential mediums have become dynamic forces in molding and promoting artificial ethical values. This research paper initiates an investigation into this complex interrelationship, aiming to uncover the far-reaching implications it has on both individuals and society as a whole. The impact of television shows extends well beyond mere passive viewership. Characters, plotlines, and the moral messages they convey resonate deeply with the audience, shaping their understanding of ethics. However, the ubiquity of social media elevates this influence to an entirely novel dimension. It grants viewers the ability to collectively magnify, scrutinize, and occasionally manipulate the moral narratives portrayed on television. This phenomenon, often unintentional, results in an ongoing tension between reality and the artificially constructed ethical norms. Individuals, as they engage with content from both television and social media, often encounter a divergence in moral standards. This can create a state of confusion, blurring the distinction between real-world ethics and the standards presented by fictional narratives. In communities, the impact of these contrived values is palpable, often resulting in polarization and discord as differing sets of values collide. Looking at the broader picture, the consequences reach beyond individual lives and communities. The combined impact of television shows and social media permeates the larger cultural landscape, influencing public discourse, shaping societal norms, and even extending its reach into the realms of politics and policy-making. To combat the spread of synthetic moral standards, a dual approach is imperative. Firstly, the promotion of media literacy is indispensable. This involves equipping individuals with the skills to critically evaluate the content they consume, differentiating between reality and fictional portrayals in matters of ethics. Secondly, there's a crucial need to advocate for responsible engagement on social media platforms. Encouraging users to actively take part in online conversations and share content that adheres to authentic ethical principles can act as a protective measure against the sway of contrived morals. The intricate interplay between television shows and social media, along with their role in enforcing artificial moral standards, constitutes a complex and profound issue. Its repercussions extend to individuals, communities, and the broader cultural landscape. This research paper aims to illuminate this multifaceted challenge and underscores the importance of promoting media literacy and responsible digital citizenship as a means to address this evolving issue.

## II. REVIEW OF LITERATURE

Certainly, TV shows and social media have faced scrutiny for perpetuating artificial or unattainable moral norms. Historically, TV programs, especially in the early years of the medium, have been faulted for depicting a sanitized and simplified version of reality that doesn't accurately mirror life's intricacies and difficulties. This could give rise to the misconception that specific moral values and behaviours were more wide spread or socially acceptable than they truly were. In a parallel vein, social media networks have encountered censure for fostering a climate of rivalry and jealousy. Users frequently present polished, perfected renditions of their lives, generating a dynamic where individuals may experience the urge to adhere to impractical benchmarks of attractiveness, achievement, or contentment. Such standards may not necessarily harmonize with authentic moral values or individual well-being. These matters have prompted continuous deliberations regarding the obligation of the media to offer a more genuine and inclusive reflection of society, and to evaluate how their content affects the moral and psychological welfare of their viewers. Research has pointed out that in the early days of television, programs frequently depicted an Idealized representation of life in which characters followed uncomplicated moral norms. This presentation faced criticism for its potential influence on viewers' perceptions of real-world morality (Liebes & Katz, 1990). Scholars have investigated how social media platforms contribute to the perpetuation of a culture of comparison and envy. Users often curate and display idealized renditions of their lives on these platforms, which can result in individuals feeling inadequate and striving to meet unrealistic standards (Tandoc et al., 2015). The acknowledgment of a transforming media environment and its implications for moral standards is evident. As user-generated content gains prominence and platforms promoting authentic expression proliferate, the conversation is evolving to explore the impact of these shifts on societal norms (Marwick & Boyd, 2011). The body of literature emphasizes the significance of a critical examination of how morality is depicted in TV shows and social media. It underscores the need for media accountability, the promotion of higher

levels of media literacy, and a more profound comprehension of how these mediums, which are continuously evolving, impact the establishment of moral standards within society.

### 2.1 OBJECTIVES OF THE RESEARCH

- To analyse the influence of TV shows and social media on shaping moral standards.
- To assess the impact of fake or unrealistic moral standards depicted in media.

### III> RESEARCH METHODOLOGY

This study is based on Secondary data. Secondary data collected from various books, journal, internet, etc.

### IV. FINDINGS

Research has indicated that individuals, especially young people, may experience a decline in their self-esteem and body image as a result of exposure to idealized moral standards through TV shows and social media.

Social media platforms, especially, can exert peer pressure, encouraging individuals to adhere to fictitious moral standards, which can result in people adopting behaviors that may not align with their personal beliefs.

The depiction of fluctuating moral standards in the media can lead to moral relativism, making it difficult for individuals to establish a clear and definitive sense of what is right and wrong.

Social media algorithms frequently present users with content that resonates with their pre-existing beliefs and values, which can potentially strengthen artificial moral standards within distinct echo chambers.

Individuals often partake in social comparison on social media, which may result in emotions of inadequacy and envy as they gauge themselves against the idealized lifestyles and values of others.

Research suggests a connection between exposure to contrived moral standards in media and heightened levels of stress, anxiety, and even symptoms of depression.

Evidence indicates that individuals with enhanced media literacy skills are more proficient in critically analysing and contextualizing the moral standards portrayed in media.

Growing numbers of parents express worry about the influence of contrived moral standards in media on their children, prompting conversations about media consumption and its effects.

### V. CONCLUSION

Research into the impact of TV shows and social media in promoting unrealistic moral standards highlights the intricate and multifaceted nature of this issue. It is evident that both television programs and social media platforms significantly contribute to the shaping of contemporary moral norms, frequently portraying standards that are divorced from genuine ethical principles. Cultural factors play a pivotal role in determining how these standards are perceived and embraced, underscoring the significance of comprehending regional and demographic disparities. Additionally, the historical progression of these standards within media has had a discernible impact on the perspectives of different generations. The psychological consequences of individuals endeavouring to conform to these standards are a significant concern, as they can give rise to challenges concerning self-esteem, body image, and personal identity. Additionally, an exploration of the ethical implications associated with the media's promotion of moral values underscores the duties of content creators in this context. The study has also emphasized the necessity for alterations in policies and regulations within the content creation industry to encourage the adoption of more accountable and ethical standards. Additionally, it is essential to contemplate the implementation of educational programs and campaigns designed to empower individuals to critically assess and navigate the influence of media on their moral values.

### REFERENCES

- [1]. <https://www.investopedia.com/terms/s/social-media.asp>
- [2]. <https://timesofindia.indiatimes.com/readersblog/soul-muse/the-impact-of-tv-and-reality-tv-on-our-culture-42960/>