

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

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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

I. INTRODUCTION

The lifestyles of teenagers are greatly impacted by mass media, which encompasses printed, electronic, and internet publications. Numerous acts of terrorism have been disseminated using electronic media platforms, such as television and video. Most teenagers enjoy watching television, and the antagonistic characters in the shows they watch have an indirect influence on them (Zaleha, 2010).

The field of broadcasting technology experienced substantial changes from the late 1800s to the late 1900s, establishing itself as a prominent medium for the distribution of information. Although the increase in complexity has led to the faster and more efficient production of information, it is necessary to simplify communication procedures and activities (Caldwell, 2000). Nevertheless, communication practices underwent a transformation in the twenty-first century. Users prefer utilizing internet services to access information online. This technology facilitates rapid data transport while also optimizing time efficiency. Using the internet also enables more information intake. The internet facilitates access to a diverse array of worldwide information, encompassing news, email communication, commerce, and entertainment. You have the ability to obtain additional information, view content, and engage in further activities (Mokhtar, 2000).

The proliferation of computers and the internet has led to an increasing utilization of information and communication technology, hence expanding the avenues for individuals to acquire knowledge through exposure to these technologies (Evans et al., 1978). Restrictions on users' freedom to share their thoughts or independent viewpoints during news broadcasts have caused the media to function as a hindrance for users. Nevertheless, it seems that customers have the ability to express their opinions and engage in global communication through mass media platforms (Chung et al., 2010).

Social media is an internet-based application that follows the principles and technology of Web 2.0. It enables individuals worldwide to create and share various forms of media. This information is supported by Kaplan and Haenlein (2010) and Ahlqvist et al. (2010). Websites and social networks such as Facebook, Twitter, Blogger, and Pinterest may now provide more engaging, fast, and captivating historical knowledge due to the implementation of

digitization technology. In addition, increased accessibility to information and adaptable environments might enhance the availability and utilization of evidence (Hernandez, 2009).

The advent of technology, often known as the structural and technical communication revolution, transformed the methods of communication (Van Djik, 2006). Another aspect that contributes to the annual expansion of mass media is highlighted by Japarudin (2012). Each historical era, including prehistoric, literate, printing, and technical ages, was characterized by a distinct form of communication, such as written, spoken, printed, or through telecommunications. These modes of communication had a profound influence on society as a whole (Ezaleila et al., 2011).

The advent of internet-based and computing technologies has marked the onset of the fifth phase of human communication, emphasizing interactive communication. This has given rise to what is known as the second media period, as described by Brody (1990), Poster (1995), and Holmes (2005). Mass media serves as a potent tool for mass communication and has the ability to bring about significant societal transformation (Japarudin 2012).

Connotation of Mass Media:

In the process of mass communication, the term "mass media" refers to a channel, medium, utility, tool, or instrument. Print, electronic, and online media are all considered to be part of the mass media. Newspapers, magazines, booklets, pamphlets, billboards, and other printed materials that appeal to the sense of sight are examples of printed media. The sense of hearing is used in electronic media like radio and recorded programmes, while the senses of sight and hearing are both used in television, movies, and video recordings (Blake, 2009). The internet-based mass media is known as the online media (also known as cybermedia). The proposals for cultural growth that come from the mass media include not only the development of art and symbols but also the development of surroundings, fashion, lifestyle, and conventions (Mc Quail, 1987).

Mass communication media:

Using mass media as a communication instrument, we can directly or indirectly communicate with the rest of the world. With the globe's civilization comes an unavoidable phenomenon known as globalisation or the "boundless world." Globalization, whether it is or is not a part of everyday life, has the power to shape human civilisation. In addition to the world of communication gadgets, mass media is a tool used to disseminate information to the public (Cangara, 2002).

Interpersonal communication medium, which includes text, graphics, voice, music, animation, and video, can be categorised into three groups. The second category is storage media, which includes documents and books as well as cameras, projectors, recorders, and other devices. Next, there are transmission media, which include communication, broadcasting, and network media (Buingin, 2005).

The media role formation of the characteristics and behavior:

The growth of the mass media affects community development both favourably and unfavourably. One of the results of media's influence on people's systems of values, attitudes, and behaviours is the production of cultural uniformity, which is shaped in part by mass media. Karl Eri Rosengren (1985) asserts that one may observe the effect and impact of the media on both a small-scale (individual) and large-scale (society) level, as well as the eventual spread of certain influences. The use of media as a tool can encourage and shape the attitudes and actions of people or communities that value all facets of human existence. In building a nation's identity and culture for its overall growth, it also contributes (Abdullah Sulong et al., 2010).

Through television, VCDs, periodicals, storybooks, radio, mobile phones, the internet, and other media, a variety of social and cultural resources are distributed. The mass media offers a variety of social, cultural, personality, and empowerment opportunities for people, both positively and negatively, in addition to being a medium for information, entertainment, and education. However, the negative impact of the mass media, which includes the print and electronic media, is actually having an indirect impact on community behaviour and serving as a contributor to teenage misconduct and bad behaviour (Azizan, 1998; Abdullah Sulong et al., 2010).

When the mass media may propagate and implant moral principles as examples of caring for one's fellow citizens, upholding the rights of other communities, and valuing morality, this is considered to be one of the media's beneficial

roles. One of the social forces that has the most social influence on how a society's attitudes and social norms are shaped is the media as a sphere of information distribution. The mass media can serve as a smart model for altering societal behaviour. The shows and broadcasts that have negative consequences can influence how the community thinks negatively. Because of Western modernisation, which is not at all opposed to eastern principles, local culture and values can be altered through outdoor drama and broadcasting stories. The mass media that are most frequently used by people of all ages in society are print and electronic media (Buingin, 2001).

As the world developed, the Internet became a phenomenon that impacted the community. Internet resources are misused to view objectionable websites, such as pornographic ones. The issue of pornography has a significant negative impact on the younger generation's ability to survive in the future. Games, whether they are played online or offline, have a harmful impact on teenagers who browse excessively.

According to Musa Abu Hassan's (2020) research, communication medium had a significant impact on three dimensions of juvenile change: cognitive, affective, and psychomotor. the broadcast of programmes that disseminate unethical information Electronic media frequently broadcasts scenes of hugging, kissing, holding hands with, and eye-donning women that contain violence and sex from foreign media (Hamismo, 1991). Additionally, media has evolved into a source of both attraction and repulsiveness that affects how adolescents behave. The entertainment offered and the welcoming, classy environment are the draw factors. The uncomfortable, noisy, cramped, and uninspiring living environment is the driving force.

Discussion based on available literature:

Despite its convenience and sophistication, the modern world has an impact on how well people achieve, particularly young people who are still in school. This effect may manifest itself immediately in the short term or gradually over time in the long run. Depending on the message they convey, media and communication can have a positive or negative impact on people. They can also help create and characterise people's personalities (Aminudin et al., 2009).

People's lives are greatly impacted by the mainstream media. The way that people think and act can be altered and shaped by the media. The mass media performs a variety of social roles and functions in society, including social surveillance, interpretation, transition, and amusement (Nuruddin, 2003). Additionally, the mass media provides a forum for critiquing the social authorities, as well as the boundaries or connections between communities. According to Walter Lippman (1922), audience attitudes and perceptions can change as a result of the media.

Children between the ages of three and six are active participants in both their conduct and the movies they watch, according to Bandura (1985). This is evident when they witness violent and aggressive behaviour, and when their toys are confiscated, they will react aggressively in line with what they have witnessed. High school kids who watch violent television shows commonly get into significant conflicts at school, according to Hiebert and Reuss (1985). According to Bunyamin (1993), the flow of ideas and adolescent western conduct are to blame for print and electronic media's impact on moral impairment in Malaysian teenagers.

Youngsters acknowledge that their hero singer has the power to affect their appearance, hairstyle, conduct, social interactions, and speaking (Samsudin, 1995). Lim (1993) asserts that the movie significantly contributes to the propagation of particular ideologies or beliefs in society. Adolescent moral instability is linked to deviant issues, and it is believed that the media contributes to moral instability by drawing attention to issues and exposing their possible effects (Cohen, 1987). Through entertainment-focused media content, for example, media transparency in young people's contexts indirectly contributes to the development of adolescent social constructions. Adolescent identity nowadays places more emphasis on lifestyles and media, as well as assisting them in developing an understanding of what constitutes appropriate and acceptable lifestyles (Samsudin, 2008).

When viewing television or movies, teens primarily select comedies and action films. When reading newspapers or magazines, teenagers are also paying more attention to entertainment, sports, and accident news. Parents typically don't suggest regulations, discuss about news or programmes that teenagers can watch or read, and they hardly ever do either (Samsudin, 2008). Teenagers enjoy watching entertainment programmes (55%), sports (46%) and religious content (32%), according to Samsudin (1994).

The mass media, according to Loges & Ball-Rokeach (1993) and McQuail (1998), is a potent system that not only controls the source of information for every person, group, social organisation, and society that relies on the media to

achieve its objectives. Even the mass media has the power to alter how people think, feel, and act. Teenagers gain cultural knowledge through the media, which has an impact on their lifestyle, sex, choice of dress, interactions with peers, use of drugs and alcohol, and other behaviours that are relevant to a teen's life (Samsudin, 1995).

Teenagers utilise television, according to research done in the west, to create predictions about situations they don't directly encounter (Hawkins and Pingree, 1982; in Samsudin, 1995). Several users of social media have abused the simplicity of communication offered by accessing dubious websites like the pornographic web. As a result, people may want to engage in incest, unprotected intercourse, or terminate their unborn children (Cline, 2008; Nor Azah & Che Zarina, 2011; Syed Shah Alam, 2014).

Overexposure to the online world has inspired many kids to run away from home and follow new pals they've met through social media because of the allure of cyber-friends (Mohd Noor, 2010). For youths who are hanging out, Samsudin et al. (1994) discovered that the majority are interested in entertainment plans. When compared to exposure to other media, low-performing kids are substantially more interested in TV entertainment programming. A programme that has been imported typically exhibits ideals that are at odds with local values and culture, and this is an irrefutable fact. Pop music occasionally has a negative impact (Samsudin, 1995).

Additionally, local academics have carried out studies and discovered that Muslim teenagers who are overly preoccupied with using social media in their daily life can change their attitudes and have a tendency to the issue of moral collapse. Adultery, truancy, etc. were caused by the complexity of many social applications that served extreme and offensive enjoyment (Nor Azah, 2009; MohdDahlan & Ida Safinaz, 2010; Khatijah et al., 2012; Wan Norina et al., 2013). Additionally, sadness can result from excessive addictions to the usage of social media in kids and teenagers. Spending a lot of time each day on social media sites will also cause severe mental stress, functional degradation, and other everyday tasks. (Fu, 2010; Johari & Raja Shahrina, 2012; Che Su & Nan Zakiah, 2014; Syed Shah Alam et al., 2014; Shapira et al., 2005; Pempek, Yermolayeva & Calvert, 2009).

Internet and social media addiction, according to Rice (2005), is a compulsive propensity that interferes with a person's capacity to live normally. Teenagers who misuse social media may engage in fraud, threats, and defamation via email, endangering others who are threatened (MohdDahlan dan Ida Safinaz, 2010). Cyberbullying victims who misuse social media applications will exhibit rage, despair, fear, and embarrassment (Ybarra & Mitchell, 2007; Mishna et al., 2010; Petraki et al., 2013), which can change a person's mentality to be rebellious and violent (Zaleha, 2010).

II. CONCLUSION

The mass media network plays a crucial role in today's society by providing a simple platform for distributing and communicating information, which in turn helps to foster and maintain global social connections. Nevertheless, by altering their attitude and behavior, the media can also exert an adverse influence on certain adolescents, namely those in high school. The educational system of the 21st century is undergoing a comprehensive transformation that places a high priority on computer skills, and the internet is an immensely stimulating factor. Nevertheless, certain adolescents misuse these tools to gain access to websites that are unsuitable for educational purposes. The media should function as a primary conduit of knowledge for the general public, particularly for the younger generation. Contrary to common perception, the population actually favors the entertainment impact of the mainstream media rather than the wide range of information and education it provides. Several of the available exhibits convey concepts that contradict Islamic and Eastern beliefs. The proliferation of media and websites containing pornographic material facilitates the easy access to sexually explicit content. The impact leads to the production of an unethical and harmful generation of individuals belonging to Generation Z.

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