MEDIA VIOLENCE AND ITS IMPACT ON YOUTH: A SOCIOLOGICAL STUDY IN SELECTED STATES OF INDIA

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Abstract: Violence in Indian society is a growing concern. We are all constantly reminded of its presence by the media. Media constantly report news about individual violent crimes. Media also serve the programmes and serials based on violent behaviour and their exposure to the people is promoting violent behaviour. The problem of violence in our culture has many apparent causes, including poverty, breakdown of the joint family, and shift away from traditional morality to the situational pluralism and the mass media. The exposure to certain violent portrayals can lead to positive or pro-social effects. The effects of exposure to media violence may be immediate and long term. Exposure to violence portrayals in the media can lead to subsequent viewers' aggression through dis-inhibition. Long term effects of exposure to media violence are more difficult to measure than the immediate effects. Exposure to violent portrayals in the media increases subsequent viewers' aggression. Youth constitute most vulnerable group to the influence of media. As youth are facing problems of identity, freedom, physical and emotional changes, they are more vulnerable to exploitation. The impacts of media on culture, social institution, inter- personal relationship etc has been well realized. The cultural value among youth is changing rapidly and market oriented, media driven western influence has affected India youth. Against this backdrop, present paper purports to examine the media violence and also assess its impact of behaviour of youth in selected cities of India.

INTRODUCTION

Youth is considered as the major potential human resource of any nation. The future of a country depends upon youth and therefore, they need right direction and opportunities for development in order to get the productive results. Youth in India constitute about

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40 percent of the population. Youth in India are in transition phase and they are being affected by the modern social and economic forces. Increasingly large numbers of young have a high level of unemployment. Even the employment opportunities in public sector are declining and thus, youth are struggling to find suitable employment in the growing competition in globalize era. Many youth lost their jobs due to closer of industrial unit, shrinking in public sector employment, drastic reduction in expenditure on social sector and restructuring of economic. There is also growing disparity in growth of employment opportunities to provide productive employment for the increasing youth labor force. Policy induced disasters particularly the positive discrimination in education and employment to the weaker section of society has been perceived as resulting in increased stress on the youth belonging the upper caste and communities. The youth are also facing the burden of poverty, diseases and unemployment.

Youth constitute most vulnerable group to the influence of media. As youth are facing problems of identity, freedom, physical and emotional changes, they are more vulnerable to exploitation. The impacts of media on culture, social institution, inter- personal relationship etc has been well realized. The cultural value among youth is changing rapidly and market oriented, media driven western influence has affected India youth. The consumerism culture is also being promoted by the market forces through media driven strategies. The electronic media especially television has undergone a face left as drastic changes in information and communication technology have changed the life style and working of the youth. It is sometimes argued that the mode and nature of violence has changed recently with the impact of media. It is also believed that the electronic media particularly television and internet sources have become the potential devices for propagating violence. The horror, action films and episodes of various serial clearly demonstrate the use of weapons, plots of committing crimes and sex which have wider impact on youth. The action and story of different action film as well as episodes of the serials also influence emotionally the youth. The media violence may be characterized from boarder categories. The

first type of media violence is heroic violence. Second type of violence is called happy violence, which is generally funny and humorous to children. The third type of violence is unpunished violence, generally many media programmes the villain is punish it the end of the program. The last category of violence is painless violence. It has been observe that young and youth are more interested in aggressive television programmes. As youth are more vulnerable and prone to exploitation by the antisocial elements as well as politicians, therefore, it is imperative to understand the impact of media violence on youth and suggest the measures for addressing the adverse impact on media violence. It is a fact that aggressiveness of young generation is expressed in violence. Due to hectic life schedule and increasing working hours, the social relationships of the young generation is minimizing day by day. We are more depended on media, as only source of information without actually being in touch with our neighbourhood and society. It is assumed that young people are becoming violent and aggressive because they watch similar behaviour on screen.

It is well accepted that mass media has crucial role in the process of social change. Television among all the mass media has a unique place and has enormous potential for inducing change. However, the affects of television are not without any loop hole. The adverse and negative impact of television has been well documented. Introduction of television in the family has also adversely affected activities outside the family. It has been well observed that the introduction of television in the home has forced the family members to change and readjust their outside activities so that they do not interfere in their watching some interesting television programmes. Commercials shown on television also influence the children and they pursue their parents to buy items, particularly advertised on television. Similarly, the negative effects of foreign transmission and serials and programmes based on foreign theme on the family as a whole are reported which are promoting materialism and obscenity. The television programmes are also promoting a culture of antithetical to women. Besides television programmes are promoting the western culture with exposure of action and violent behaviour.

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The impact of mass media on society remains beyond doubt. Its power allows us to reflect upon the role that these media play in fulfilling our communication needs. While the impact of print media has been contingent upon the levels of literacy and ability of readers to understand the contents, broadcast media may have a higher impact in some societies given its ability to transcend the barriers of literacy. Depiction of violence in media has many dimensions. Reportage deals with violence in conflict situations, terrorist attacks and communal violence. When the print and audio media through reportage deal with incidents and events involving violent behaviour, visual media television and cinema provide visuals that are graphic and dynamic. Media violence is rationalized on the assumption that viewers experience catharsis and hence violence, whether relevant or not to the story line, has a legitimate presence on the screen. The problem of media violence is not so acute but the manner in which it is presented, superficial, distorted and exploitative is causing concern. The youth populations have severe pressure such as lack of perspective, the fear of unemployment or homelessness as well as the necessity to succeed in economic terms leaves a little room for the fulfilment of the emotional needs of youth. The youth are becoming frustrated from the existing politico-administrative system and growing corruption. They are being exploited by the political persons for the sake of political interest. Their exposure to media violence is growing and it is causing concern since they become more vulnerable for violent behaviour and committing crimes.

REVIEW OF LITERATURE

A number of research studies and surveys have been conducted on media violence and its impact on society and culture. However, there is dearth of empirical data, literature and research findings that deal with media violence and its impact on the behaviour of youth. Concerns about media violence are far from new. Indeed beliefs that popular culture may be to blame for society's ills can be traced back to St Augustine and Plato. In families parents have always reprimanded children for indiscretion in their media habits. However as Pearson (1983, 1984) has observed such concerns have been well

documented since the sixteenth century when "Popular songs too often presented criminals as heroes" (Burke, 1978). Mankeker (1999) has discussed the theoretical perspective of media violence while screening culture and politics. She has also reviewed womanhood and nation in modern India in the context of changing culture and information technology particularly transmission of television programmes. A study by Centre for Advocacy and Research, New Delhi (2005) has also attempted to assess the impact of media violence on children. The study has highlighted the theoretical perspective of media violence and its accessibility, exposure and impact on children. Bandura (1961) became interested in imitation and especially the way in which younger people may copy aggressive models. Bandura found, as other researchers have since, that most children (upto 88%) readily imitate the aggressive models (Bandura, 1994). Perhaps more impressively, even eight months later, young people may still retain 40% of the behaviours observed and are able to reproduce them when invited to do so (Hicks, 1965). The research of Leonard Berkowitz (1984) was conducted on university students and concluded that that aggressive thoughts could also be triggered by aggressive films, which "…can prime other semantically related thoughts, heightening the chances that viewers will have other aggressive ideas in this period…." Another approach to violence and the media is found in the work of Eysenck and Nias (1978) who argue that recurrent representations of violence in the media desensitive audiences to violent behaviour and actions. Indeed, there is by now a long tradition of studies that have discussed children and media like television. Neil Postman (1986) argue that excessive TV-viewing stunts cognitive growth, creates shortened attention spans, and habituates youth to fragmented, segmented, and imagistic cultural experiences and that thus television and other electronic media are a social problem for children. Shohini Ghosh (2007) has maintained both studies, indict a wide range of screen activities as 'acts of violence' and assume that exposures most necessarily result in violent or aggression behaviour this is according to her oversimplification. In a later study, Atkin, Greenberg, Korzenny, and McDermott (1979) found that heavy television violence viewers were more likely to choose physical and verbal aggressive responses to

solve hypothetical interpersonal conflict situations; fully 45 percent of the heavy violence viewers chose physical/verbal aggressive responses versus 21 percent of the low violence viewers who did so. Similarly, Walker and Morley found that adolescents who reported enjoying television violence were more likely to hold attitudes and values favourable to behaving aggressively in conflict situations. McIntyre and Teevan (1972) reported an even larger study of 2270 adolescents, again in the Maryland area. Their research measured a variety of television viewing habits and various delinquent activities and concluded that preference for violent television programmes was related to serious aggressive delinquent acts, but not to petty delinquency. McIntyre and Teevan found that boys were more delinquent than girls, while black and lower socio-economic groups contributed most to the overall deviancy. Although various studies lend support to this idea, perhaps the most elegant test of this hypothesis is provided by Lynn, Hampson and Agahi (1989) in a large study carried out in Northern Ireland. The results were quite striking: there was no evidence at all that the amount of viewing television violence had any effect on aggression. However, enjoyment of television violence was correlated with aggression. Shailendra (2009) found a general consensus that violence for the protection of the state is justified and revolutionaries are heroes. In terms of media responses most felt that it showed psychological and emotional violence. Altruism as reason to justify violence is seen more acceptable while a few did mention that one could justify violence to protect one's kith and kin.

OBJECTIVE AND METHODS

Present paper is based on a major research study , supported by ICSSR, Ministry of Human Resources Development, Government of India. The paper aims at examining the media violence and its impact on youth in   the states of Uttar Pradesh, Delhi, West Bengal, Tripura, Karnataka, and Gujarat. Lucknow, Delhi, Kolkata, Agartala, Bangalore and Ahmadabad were selected for the survey. Both institutional (students perusing their studies in universities/ colleges) and non institutional (Youth oust of the university /

college campus) were selected for field survey. In order to conduct the study, probability sampling procedure has adopted for the selection of target population from the universe. In the selected cities Central University, State University, Private University, Technical and Special University were represented in the sample of the study. Several academic institutions and colleges affiliated with these universities were also included in the sample. In each selected district, 150 youth students pursuing higher education in different educational and academic institutions affiliated with different universities will be randomly selected for the field survey. The overall, 1500 youths were covered in the sample of the study. For purpose of field survey, interview schedules were developed. The inferences and results from field data were drawn out through use SPSS.

MEDIA VIOLENCE AND ITS IMPACT

Impact assessment of media violence and its impact on the behaviour of youth is imperative in order to provide the direction to policy planning for youth for their holistic development and empowerment. However, a study on media violence related to the behaviour of youth must be carried out in the socio-cultural context to examine the socio-cultural factors affecting the behaviour of youth. In this part of the dissertation an attempt has been made to examine the socio-cultural background of the youth, access and exposure to media and view perception regarding media violence. It is assumed that electronic media is playing a catalyst role in promotion and development of violent behaviour among the youth population. Action based and violence oriented news, serials, movies and sports being demonstrated through electronic media with causing a serious concern since it is increasing violent behaviour among the young population.

The respondents were asked that whether they circulate/receive provoking messages on social media. About 2/5th respondents revealed that they circulate/receive provoking messages on social media. It was found more pronouncing in Tripura (68.9 per cent) followed by Gujarat (45.3 per cent) (Table 1).

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Table: 1

Do You Circulate/ Receive Provoking Messages on Social Media

Name Of State	Yes	No	Total
Uttar Pradesh	95	150	245
	38.8%	61.2%	100.0%
Delhi	85	165	250
	34.0%	66.0%	100.0%
West Bengal	53	181	234
	22.6%	77.4%	100.0%
Tripura	168	76	244
	68.9%	31.1%	100.0%
Karnataka	71	169	240
	29.6%	70.4%	100.0%
Gujarat	110	133	243
	45.3%	54.7%	100.0%
Total	**582**	**874**	**1456**
	40.0%	**60.0%**	**100.0%**

Source: Field Survey.

The respondents were asked that whether they take interest in action based programmes. About 45 per cent respondents reported that they slightly take interest in action based programmes. It was found more pronouncing in Gujarat (58.4 per cent) followed by Tripura (50 per cent). About 19 per cent respondents revealed that they take very much interest in action based programmes. It was found more pronouncing in Tripura (26 per cent) followed by Uttar Pradesh (22.4 per cent). Thus, more than 1/3rd respondents take less interest or do not take interest in action based programmes (Table 2).

Table: 2

Do You Take Interest In Action Based Programmes

Name Of State	Very Much	Slightly	Less	Not At All	Total
Uttar Pradesh	56	100	75	19	250
	22.4%	40.0%	30.0%	7.6%	100.0%
Delhi	29	101	98	22	250
	11.6%	40.4%	39.2%	8.8%	100.0%
West Bengal	41	100	47	62	250
	16.4%	40.0%	18.8%	24.8%	100.0%
Tripura	65	125	43	17	250
	26.0%	50.0%	17.2%	6.8%	100.0%
Karnataka	43	103	73	31	250
	17.2%	41.2%	29.2%	12.4%	100.0%
Gujarat	50	146	47	7	250
	20.0%	58.4%	18.8%	2.8%	100.0%
Total	**284**	**675**	**383**	**158**	**1500**
	18.9%	**45.0%**	**25.5%**	10.5%	100.0%

Source: Field Survey.

The respondents were asked that how often they prefer to spend time on watching action based programmes. About 37 per cent respondents reported that they occasionally preferred to spend time on watching action based programmes. It was found more pronouncing in Tripura (45.6 per cent) followed by Karnataka (44.4 per cent). More than 1/4th respondents further reported that they rarely preffered to spend time on watching action based programmes. It was found more pronouncing in West Bengal (44.4 per cent) and Uttar Pradesh (28.4 per cent). Thus, about 27 per cent respondents revealed that they frequently and always spend time on watching action based programmes. This was found more pronouncing in Delhi (46.4 per cent), Gujarat (32.4 per cent) and Tripura (28.4 per cent) (Table 3).

Table: 3

How Often Do You Prefer To Spend Time on Watching Action Based Programmes

Name Of State	Rarely	Occasionally	Frequently	Always	Never	Total
Uttar Pradesh	71	91	47	19	22	250
	28.4%	36.4%	18.8%	7.6%	8.8%	100.0%
Delhi	40	83	100	16	11	250
	16.0%	33.2%	40.0%	6.4%	4.4%	100.0%
West Bengal	106	59	18	9	58	250
	42.4%	23.6%	7.2%	3.6%	23.2%	100.0%
Tripura	57	114	58	13	8	250
	22.8%	45.6%	23.2%	5.2%	3.2%	100.0%
Karnataka	68	111	38	6	27	250
	27.2%	44.4%	15.2%	2.4%	10.8%	100.0%
Gujarat	60	100	74	7	9	250
	24.0%	40.0%	29.6%	2.8%	3.6%	100.0%
Total	**402**	**558**	**335**	**70**	**135**	**1500**
	26.8%	37.2%	22.3%	4.7%	9.0%	100.0%

Source: Field Survey.

The respondents were asked that how often they neglect other programmes in comparison to action based programmes. About 1/3rd respondents reported that they occasionally neglect other programmes in comparision to action based programmes. This was found more pronouncing in Tripura (46.8 per cent) followed by Karnataka (39.2 per cent) and Gujarat (35.6 per cent). About 28 per cent respondents further reported that they rarely neglect other programmes in comparison to action based programmes. This was found more pronouncing in West Bengal (38.4 per cent) followed by Gujarat (36.8 per cent). Thus, about 22 per cent respondents revealed that they frequently neglect other programmes in comparison to action based programmes. It was found more pronouncing in Delhi (46.4 per cent) (Table 4).

Table: 4

How Often You Neglect Other Programmes In Comparison To Action Based Programmes

Name Of State	Rarely	Occasionally	Frequently	Always	Never	Total
Uttar Pradesh	60	78	51	25	36	250
	24.0%	31.2%	20.4%	10.0%	14.4%	100.0%
Delhi	49	57	116	13	15	250
	19.6%	22.8%	46.4%	5.2%	6.0%	100.0%
West Bengal	96	46	29	13	66	250
	38.4%	18.4%	11.6%	5.2%	26.4%	100.0%
Tripura	65	117	48	11	9	250
	26.0%	46.8%	19.2%	4.4%	3.6%	100.0%
Karnataka	66	98	36	12	38	250
	26.4%	39.2%	14.4%	4.8%	15.2%	100.0%
Gujarat	92	89	52	6	11	250
	36.8%	35.6%	20.8%	2.4%	4.4%	100.0%
Total	**428**	**485**	**332**	**80**	175	1500
	28.5%	32.3%	22.1%	5.3%	11.7%	100.0%

Source: Field Survey.

The respondents were asked that how passionate they are in watching their favourite programmes. About 2/3rd respondents reported that they are much and very much passionate in watching their favourite programmes. It was found more pronouncing in Tripura (77.6 per cent) followed by Uttar Pradesh (70.4 per cent) and Gujarat (69.2 per cent). However, about 1/4th respondents in Karnataka, West Bengal, Gujarat and Delhi reported that they are less passionate in watching their favourite programmes (Table 5).

Table: 5

How Passionate You Are In Watching Your Favourite Programme

Name Of State	Very Much	Much	Less	Not At All	Total
Uttar Pradesh	80	96	48	26	250
	32.0%	38.4%	19.2%	10.4%	100.0%
Delhi	56	111	60	23	250
	22.4%	44.4%	24.0%	9.2%	100.0%
West Bengal	57	87	64	42	250
	22.8%	34.8%	25.6%	16.8%	100.0%
Tripura	75	119	41	15	250
	30.0%	47.6%	16.4%	6.0%	100.0%
Karnataka	69	81	68	32	250
	27.6%	32.4%	27.2%	12.8%	100.0%
Gujarat	39	134	62	15	250
	15.6%	53.6%	24.8%	6.0%	100.0%
Total	**376**	**628**	**343**	**153**	**1500**
	25.1%	**41.9%**	**22.9%**	**10.2%**	**100.0%**

Source: Field Survey.

The respondents were asked that how is violence depicted in TV channels. About 60 per cent respondents reported that TV channels depict dramatic adaptation of crime stories. It was found more pronouncing in Gujarat (76.8 per cent) followed by Karnataka (65.2 per cent) and West Bengal (63.2 per cent). About 36 per cent respondents further reported that TV channels have coverage of violent activities. Similarly, 2/5th respondents revealed that TV channels have violence related coverage and crime segments. About 1/3rd respondents in West Bengal and 22 per cent respondents in Karnataka reported that TV channels depict sexual image (Table 6).

Table: 6

How Is Violence Depicted In TV Channels

Name Of State	Coverage Of Violent Activities	Dramatic Adaptation Of Crime Stories	Violence Related Coverage	Crime Segments	**Depiction Of Sexual Image**
Uttar Pradesh	92	137	52	45	39
	36.8%	54.8%	20.8%	18.0%	15.6%
Delhi	48	155	54	97	27
	19.2%	62.0%	21.6%	38.8%	10.8%
West Bengal	104	158	81	76	82
	41.6%	63.2%	32.4%	30.4%	32.8%
Tripura	100	101	31	39	23
	40.0%	40.4%	12.4%	15.6%	9.2%
Karnataka	90	163	64	60	54
	36.0%	65.2%	25.6%	24.0%	21.6%
Gujarat	110	192	31	23	20
	44.0%	76.8%	12.4%	9.2%	8.0%
Total	**544**	**906**	**313**	**340**	**245**
	36.3%	**60.4%**	20.9%	22.7%	16.3%

Source: Field Survey.

The respondents were asked that to what level youth are generally attracted towards violence. About 64 per cent respondents reported that youth are attracted towards violence to some extent. It was found more pronouncing in Tripura (70.4 per cent) followed by Gujarat (68.8 per cent) and West Bengal (68.8 per cent). About 1/4th respondents in Uttar Pradesh, Gujarat and West Bengal reported that youth are attracted towards violence to a large extent. Similarly, more than 1/4th respondents in Delhi reported that youth are entirely attracted towards violence (Table 7).

Table: 7

To What Level Youth Are Generally Attracted Towards Violence

Name Of State	To A Large Extent	To Some Extent	Entirely	Never	Total
Uttar Pradesh	69	134	16	31	250
	27.6%	53.6%	6.4%	12.4%	100.0%
Delhi	32	141	64	13	250
	12.8%	56.4%	25.6%	5.2%	100.0%
West Bengal	62	172	3	13	250
	24.8%	68.8%	1.2%	5.2%	100.0%
Tripura	48	176	6	20	250
	19.2%	70.4%	2.4%	8.0%	100.0%
Karnataka	54	163	7	26	250
	21.6%	65.2%	2.8%	10.4%	100.0%
Gujarat	67	172	7	4	250
	26.8%	68.8%	2.8%	1.6%	100.0%
Total	332	958	103	107	1500
	22.1%	63.9%	6.9%	7.1%	100.0%

Source: Field Survey.

The respondents were asked that to what extent media programmes having violent contents are making young generation insensitive towards their social responsibilities and duties. Most of the respondents reported that media programmes having violent contents are making young generation insensitive towards their social responsibilities and duties to some extent and to a large extent. The level of insensitiveness of media programmes was recorded high in Tripura followed by Uttar Pradesh and Karnataka (Table 8).

Table: 8

Extent of Media Programmes Having Violent Contents Are Insensitive

Towards Youth

Name Of State	To A Large Extent	To Some Extent	Entirely	Never	Total
Uttar Pradesh	67	165	14	4	250
	26.8%	66.0%	5.6%	1.6%	100.0%
Delhi	40	147	47	16	250
	16.0%	58.8%	18.8%	6.4%	100.0%
West Bengal	56	162	8	24	250
	22.4%	64.8%	3.2%	9.6%	100.0%
Tripura	36	200	7	7	250
	14.4%	80.0%	2.8%	2.8%	100.0%
Karnataka	58	163	8	21	250
	23.2%	65.2%	3.2%	8.4%	100.0%
Gujarat	55	143	43	9	250
	22.0%	57.2%	17.2%	3.6%	100.0%
Total	**312**	**980**	**127**	**81**	**1500**
	20.8%	**65.3%**	**8.5%**	**5.4%**	**100.0%**

Source: Field Survey.

The respondents were asked that how far they blame media for increasing violent behaviour of young generation. About 60 per cent respondents blamed media for increasing violent behaviour among young generation to some extent. It was found more pronouncing in Tripura (72 per cent) followed by Karnataka (65.6 per cent). About 1/4th respondents reported that media is increasing violent behaviour among young generation to a large extent. It was found more pronouncing in Uttar Pradesh (29.6 per cent) followed by West Bengal (28.4 per cent) and Gujarat (28 per cent). A large proportion of of respondents in Delhi and Gujarat blamed media for increasing violent behaviour among young generation (Table 9).

Table: 9

How Far Do You Blame Media for Increasing Violent Behaviour of Young

Generation

Name Of State	To A Large Extent	To Some Extent	Entirely	Never	Total
Uttar Pradesh	74	154	11	11	250
	29.6%	61.6%	4.4%	4.4%	100.0%
Delhi	51	127	43	29	250
	20.4%	50.8%	17.2%	11.6%	100.0%
West Bengal	71	150	7	22	250
	28.4%	60.0%	2.8%	8.8%	100.0%
Tripura	47	180	12	11	250
	18.8%	72.0%	4.8%	4.4%	100.0%
Karnataka	60	164	6	20	250
	24.0%	65.6%	2.4%	8.0%	100.0%
Gujarat	70	133	33	14	250
	28.0%	53.2%	13.2%	5.6%	100.0%
Total	**373**	**908**	**112**	**107**	1500
	24.9%	60.5%	7.5%	7.1%	100.0%

Source: Field Survey.

The respondents were asked that whether media makes an impact over their behaviour or in their routine work. More than 3/4th respondents reported that media makes an impact on their behaviour or in their routine work. However, about 1/3rd respondents in West Bengal and Delhi and less than 1/3rd respondents in Gujarat were against the view point (Table 10).

Table: 10

Whether Media Makes An Impact Over Your Behaviour Or In Your Routine Work

Name Of State	To Great Extent	To Some Extent	Not At All	Total
Uttar Pradesh	75	130	45	250
	30.0%	52.0%	18.0%	100.0%
Delhi	32	134	84	250
	12.8%	53.6%	33.6%	100.0%
West Bengal	53	112	85	250
	21.2%	44.8%	34.0%	100.0%
Tripura	33	172	45	250
	13.2%	68.8%	18.0%	100.0%
Karnataka	52	151	47	250
	20.8%	60.4%	18.8%	100.0%
Gujarat	49	142	59	250
	19.6%	56.8%	23.6%	100.0%
Total	**294**	**841**	**365**	**1500**
	19.6%	**56.1%**	**24.3%**	**100.0%**

Source: Field Survey.

The respondents were asked that whether which of television programmes they think are enhancing violent activities. Action movies/violent movies, violent projections, action serials and crime news generally enhance violence activities. However, a large proportion of respondents in Delhi, West Bengal and Uttar Pradesh also reported that violent sports also enhance violence activities (Table 11).

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Table: 11

Which of Television Programmes Do You Think Are Enhancing Violent Activities

Name Of State	Action Movies / Violent Movies	Action Serials	Crime News	Violent Projections	Violent Sports	Others
Uttar Pradesh	91	44	83	63	43	21
	36.4%	17.6%	33.2%	25.2%	17.2%	8.4%
Delhi	66	72	39	47	67	61
	26.4%	28.8%	15.6%	18.8%	26.8%	24.4%
West Bengal	131	95	88	86	55	16
	52.4%	38.0%	35.2%	34.4%	22.0%	6.4%
Tripura	53	21	79	92	15	47
	21.2%	8.4%	31.6%	36.8%	6.0%	18.8%
Karnataka	127	50	76	97	37	28
	50.8%	20.0%	30.4%	38.8%	14.8%	11.2%
Gujarat	109	144	17	42	41	11
	43.6%	57.6%	6.8%	16.8%	16.4%	4.4%
Total	**577**	**426**	**382**	**427**	**258**	**184**
	38.5%	**28.4%**	**25.5%**	**28.5%**	17.2%	12.3%

Source: Field Survey.

Kind of violence is being depicted in these programmes is shown in Table 12. Fight, physical enforcement, sexual violence, arms use and fisticuffs are some of the violent activities being depicted in television programmes. The proportion of respondents reporting sexual violence in television programmes was reported high in West Bengal followed by Karnataka. Similarly, arms use was found more pronouncing in West Bengal and Karnataka. The proportion of respondents reporting fisticuffs was reported high in West Bengal and Karnataka.

Table: 12

Kind of Violence Is Being Depicted In These Programmes

Name Of State	Fisticuffs	Physical Enforcement	Fight	Arms Use	Sexual Violence	Others
Uttar Pradesh	41	103	86	42	64	37
	16.4%	41.2%	34.4%	16.8%	25.6%	14.8%
Delhi	41	84	127	33	34	113
	16.4%	33.6%	50.8%	13.2%	13.6%	45.2%
West Bengal	70	155	135	104	105	64
	28.0%	62.0%	54.0%	41.6%	42.0%	25.6%
Tripura	7	77	131	45	32	45
	2.8%	30.8%	52.4%	18.0%	12.8%	18.0%
Karnataka	47	115	133	65	89	37
	18.8%	46.0%	53.2%	26.0%	35.6%	14.8%
Gujarat	21	138	89	55	38	17
	8.4%	55.2%	35.6%	22.0%	15.2%	6.8%
Total	**227**	**672**	**701**	**344**	**362**	**313**
	15.1%	44.8%	46.7%	22.9%	24.1%	20.9%

Source: Field Survey.

The respondents were asked that how often others complain about their aggressiveness to show after watching a violent programme. About 1/3rd respondents reported that occasionally they receive complain about aggressiveness after watching a violent programme. It was found more pronouncing in Gujarat (55.2 per cent). About 1/3rd respondents in Delhi a nd 16 per cent respondents in Uttar Pradesh and Gujarat admitted that they frequently get complains about aggressiveness after watching a violent programmes. Thus, impact of media violence was found more prominent in Delhi, Ahmadabad and Lucknow (Table 13).

Table: 13

How Often Others Complain About Aggressiveness You Show After Watching A Violent Programme

Name Of State	Rarely	Occasionally	Frequently	Always	Never	Total
Uttar Pradesh	54	79	41	15	61	250
	21.6%	31.6%	16.4%	6.0%	24.4%	100.0%
Delhi	36	71	87	33	23	250
	14.4%	28.4%	34.8%	13.2%	9.2%	100.0%
West Bengal	67	40	8	7	128	250
	26.8%	16.0%	3.2%	2.8%	51.2%	100.0%
Tripura	58	87	31	7	67	250
	23.2%	34.8%	12.4%	2.8%	26.8%	100.0%
Karnataka	77	68	16	8	81	250
	30.8%	27.2%	6.4%	3.2%	32.4%	100.0%
Gujarat	39	138	41	11	21	250
	15.6%	55.2%	16.4%	4.4%	8.4%	100.0%
Total	**331**	**483**	**224**	**81**	381	1500
	22.1%	32.2%	14.9%	5.4%	25.4%	100.0%

Source: Field Survey.

Level of media violence in academic institutions is shown in Table 14. About 70 per cent respondents reported that media is promoting violence in academic institutions to some extent. It was found more pronouncing in Tripura (78 per cent) followed by West Bengal (75.2 per cent). However, about 16 per cent respondents were of the view that media is promoting violence in academic institutions to great extent. It was found more pronouncing in Gujarat (28.4 per cent).

Table: 14

Level of Media Violence In Academic Institutions

Name Of State	To Great Extent	To Some Extent	Not At All	Total
Uttar Pradesh	43	172	35	250
	17.2%	68.8%	14.0%	100.0%
Delhi	42	151	57	250
	16.8%	60.4%	22.8%	100.0%
West Bengal	30	188	32	250
	12.0%	75.2%	12.8%	100.0%
Tripura	27	195	28	250
	10.8%	78.0%	11.2%	100.0%
Karnataka	20	175	55	250
	8.0%	70.0%	22.0%	100.0%
Gujarat	71	174	5	250
	28.4%	69.6%	2.0%	100.0%
Total	**233**	**1055**	**212**	**1500**
	15.5%	**70.3%**	**14.1%**	100.0%

Source: Field Survey.

The respondents were asked that how much they are affected by media violence. About 46 per cent respondents admitted that they have affect of media violence much and too much. However, about 1/3rd respondents felt less impact of media violence. The level of affect of media violence was reported high in Gujarat followed by Delhi and Tripura (Table 15).

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Table: 15

How Much You Are Affected By Media Violence

Name Of State	Too Much	Much	Less	Not At All	Total
Uttar Pradesh	29	81	88	52	250
	11.6%	32.4%	35.2%	20.8%	100.0%
Delhi	57	84	80	29	250
	22.8%	33.6%	32.0%	11.6%	100.0%
West Bengal	19	46	99	86	250
	7.6%	18.4%	39.6%	34.4%	100.0%
Tripura	11	117	92	30	250
	4.4%	46.8%	36.8%	12.0%	100.0%
Karnataka	13	44	112	81	250
	5.2%	17.6%	44.8%	32.4%	100.0%
Gujarat	50	138	43	19	250
	20.0%	55.2%	17.2%	7.6%	100.0%
Total	**179**	**510**	**514**	**297**	**1500**
	11.9%	**34.0%**	**34.3%**	**19.8%**	**100.0%**

Source: Field Survey.

CONCLUSION

The analysis simply demonstrates that media is playing a catalyst role increasing the violent behaviour and attitudinal change among the young population. The increasing trend of media violence through its action based, sexual and crime oriented reporting and physical violence incidence based special features oriented serials are causing distortions of socio-cultural values and disintegrating the society and family. There is dire need of regulating the programmes being telecast by the electronic media. Government of India is also taking a lot of initiatives to strengthen the media laws, regulations and code of conduct to reduce the amount, type and availability of violent media material. The government is also willing to design and implement a national media literacy campaigns for children and youth to encourage increased parental involvement in family media selections. A similar effort is under way to allow screening

of television viewing. The television industry is also agreed to increase self regulation. The ultimate aim is to promote more appropriate and less violent television programmes for youth and children. We need to develop a broader view of effects of exposure to media violence. Exposure to media violence has many effects, both immediately and over the long term. Thus, we need to use effects terms more consistently. Empirical results can be communicated much more efficiently. We need to understand more about how programmers make their decisions. The producers and directors of the TV programmes are being influenced by the market trends which are more demand oriented. Thus, the content and theme of TV programmes may not be easily changed.There should be regulation on the social media. The contents of social media should be checked while spam, aggressive and violent contents of media coverage should be discouraged by the internet service providers. The accessibility to specific sites in Google search should be denied while there may be limitation of timings for watching specific internet sites. There should be strict regulation on telecasting of programmes , serials and action based movies . The television programmes having large violent content should be telecasted in late hours so that young are not affected by media violence. The programmes may also be regulated by censorship by national authority.

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