

Research Paper :

Impact of media on adolescent's personality in relation to family income

JYOTI KATIYAR, MUKTA GARG AND KALPNA GUPTA

Accepted : July, 2009

See end of the article for authors' affiliations

Correspondence to:

JYOTIKATIYAR

Department of Home
Science, Mahila
Mahavidyalaya, Banaras
Hindu University,
VARANASI (U.P.) INDIA

ABSTRACT

The media have become a powerful force throughout the world and strongly influence how people influence themselves and others. This is particular true for adolescents. This is article discusses how the media affect personality development and why the media seems to have such strong effects on adolescents.

Key words : Media, Adolescents, Personality

Various means of communication like is radio, television, computer, fax, telephone, newspaper (the press), magazines and films play a vital role in spreading information, conducting propaganda, education and creating national identity. Media has to take into account the overall infrastructure which has a bearing on communication within the society as well as the traditional modes.

Today's children and adolescents are entering and encountering a new media. Besides the traditional electronic media (Broadcast television, video and videogames) new media such as computer games, CD-ROM technology, interactive telecast, video on demand, the internet and virtual reality are all making their appearance on the media arena. Electronic media use outside the household was possible with the transistor radio, walkman and the portable computer etc. (Weibell and Anshelm, 1991).

However, as he grows older, he is influenced by the behaviour of his friends and classmates. As he gets into higher classes in school, he spends less time watching television and using computer because he is busier with home work and various social activities. In addition to this, there are cognitive development and experience in watching television literacy during middle childhood and adolescents (Greenfied, 1984; Salomon, 1979).

METHODOLOGY

The sample comprised of 120 adolescents 12-18 years, 60 boys and 60 girls from different schools of Kanpur city. Purposive –cum-random sampling method was used for the selection of sample. There are 6 zones

of Kanpur city. Out of the six zones one zone that is around the C.S.A.University was selected purposively. The list of all the schools of the northern area of 6th zones was obtained from office of primary education. Out of these, 38 schools, 4 schools were randomly selected for this study.

From the list of total number of students in each school, students were randomly selected in proportion to the total strength of that particular school. A self constructed questionnaire was used to collect the information from the adolescents. The questions were both in close ended and open ended form.

FINDINGS AND DISCUSSION

On the whole of the adolescents (50.8%) were in Intermediate class followed by Middle (29.1%) and High School (18.3%) Maximum percentage (50%) of boys students was in Intermediate class, about 26.6% was in High School and the rest of the boys was in High School. Maximum percentage (51.6%) of girls belonged to Intermediate class (Table 1).

Table 1: Distribution of respondents according to education

Sr. No.	Education (Class)	Boys (N=60)		Girls (N=60)		Total (N=120)	
		No.	%	No.	%	No.	%
1.	Middle School (6 th to 8 th)	13	21.6	22	36.5	35	29.1
2.	High School (9 th to 10 th)	16	26.6	6	10	22	18.3
3.	Intermediate (11 th to 12 th)	30	50	31	51.6	61	50.8