

ROLE OF MASS MEDIA IN SOCIAL AWARENESS

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INTRODUCTION

Social awareness means that you should know what is socially acceptable from you in society and you should act in that manner. Mass media has a prominent role to play in modern society. It can bring about radical changes and improve social situation as it influences our social, civil, cultural, political, economic and aesthetic outlook. Modernization has converted media into an indispensable feature of human activity. However, factors like age, education, economic condition, personal needs and availability of proper components decide the quantum and frequency of media use. This is evident from the fact that most media centres are located in urban areas. The majority of consumers of media products are also concentrated in and around cities and towns.

Scientific literacy is the knowledge and understanding of scientific concepts and processes required for personal decision making, participation in civic and cultural affairs, and economic productivity. It involves the negotiation of socio-scientific issues and requires ability to make informed decisions regarding these issues as they have moral and ethical implications too. We confront issues with a scientific dimension on a daily basis through the media. If the idea of scientific literacy is to have relevance for situations where students encounter science, it has to include the ability to engage constructively in socio-scientific issues in examining a variety of real world issues and grounding scientific knowledge in such realities. In today's world, such issues might include the impact on society of: global warming, genetic engineering, animal testing, deforestation practices, nuclear testing and environmental legislations.

EFFECT OF MASS MEDIA

The influence of media on society has been growing fast renewals in the community. Renewal of the intangible changes nothing and there are negative toward the positive direction. Media influence is related to other aspects such as the nature of a communicator, the content / information from the media itself, as well as responses from the community.

Consciously or unconsciously, people are often influenced by mass media, such as persuading the media to use a particular product or indirectly persuaded to support a particular political ideology or political party. In connection with this matter, there are some contemporary theories related to the influence of mass communication which has been classified into four sections, namely:

Individual Differences Theory: According to this theory there is a new trend in the formation of a person's character through the learning process. The big difference in mindset and motivation based on the experience of learning. Individual differences due to environmental differences resulting in different views in the face of things. Environment will influence the attitudes, values and beliefs that underlie their personalities want to respond to incoming information. Thus the influence of media on individuals will vary from one another.

Social Categorization Theory: Social classification is based on income level, sex, education, residence or religion. In this theory says that people who have certain traits that tend together will form the same attitudes in the face of certain stimuli. This equation affects their responses to receive the messages conveyed in the mass media.

Theory of Social Relations: According to this theory most of the people receiving the messages conveyed in the media many obtained through relationships or contacts with others rather than accept direct from the mass media. In this case, inter-personal relationships have a strong influence on the delivery of information by the media.

Theory of Cultural Norms: This theory assumes that the message / information conveyed by the mass media in certain ways can lead to different interpretations by the public in accordance with the culture. This implies that the media influence individual attitudes. There are several ways by the mass media in influencing cultural norms. First, the information conveyed to strengthen the cultural patterns prevailing and convinces people that culture is still valid and must be obeyed. Second, the mass media to create a new culture that can complement or improve the old culture that is not contradictory. Third, the mass media can change the cultural norms that already exist and are valid for a long time and the changing attitudes of society itself.

THE ORIENTATION OF THE MASS MEDIA

Social change is a symptom of the changing social structure and cultural patterns within a society and is a general phenomenon that happens all the time in every society. Social change in the community includes several orientations, including

- (1) Changes with the orientation in an effort to leave the factors or elements of social life that must be abandoned or changed,
- (2) Changes with the orientation in some form or element or elements that do form new,
- (3) Change-oriented forms, elements, or values that have existed or exist in the past.

In establishing the orientation of a change process, there are several factors that give strength to the orientation of these changes, among others, are as follows:

- (1) Attitude, in this case both the scale and the scale of groups of individuals who are able to appreciate the works of others, without being seen from the large-scale or small labour productivity itself,

(2) The ability to tolerate some deviation from the forms or elements of routine, because in fact one of the drivers of change in the individuals who deviate from the routine things, creatures who like to deviate of the elements of routines,

(3) Establish a habit or a mental attitude, which could give an award (reward) to other parties (individuals, groups) who excel in innovation, both in the field of social, economic, and science and technology,

(4) Availability of facilities and education and training services that have the specifications and qualifications progressive, democratic, and open to all parties who need them.

A process of social change is not always oriented to the advancement alone. A setback and the degradation (fade or loss of a degree or qualification forms or Nial-values in society), not only in one direction or orientation changes linearly, but also had the residual effect of the success of a change process. For example changes in science and technology, from science and technology that earthy to modern science and technology (forward), may lead to jiggle-jiggle on the elements or the values prevailing in society was concerned, which is often referred to as culture-shock.

ROLE AND FUNCTION OF NEWS MEDIA AS SUPPORTING CHANGE

Consciously or unconsciously the mass media has become an important part of community life. Through media we can learn many things that can be made a lesson. News about the events that occurred abroad and domestic to know quickly and easily through the mass media. This is because the mass media have the ability to deliver information effectively.

The roles of mass media are:

Firstly, the media can expand the horizons of thought. Most people who live in traditional societies consider the media have supernatural powers when you first knew him because the media can make a person see and know the places that have never visited and know people who have never met. The media has helped people recognize the developing countries of other people's lives so that they gain a new outlook in life. The mass media can be a bridge between traditional societies transition toward a modern society.

Secondly, the mass media to focus attention. Traditional society moving toward a modern little by little began to hang up his knowledge on the mass media so that the things about what's important, which is dangerous, what is interesting and forth from the media. As a result, over time people began to leave the customs or culture and assume that culture as something ancient and modern. Therefore, the mass media should be able to decide exactly what information or rubric that will be delivered because the media can influence in public mindset and raise people's aspirations.

Thirdly, able to raise the aspirations of the mass media. Indirectly growing community aspirations through broadcasts or information delivered media. Many new things are delivered by media, for example of the style of dress or hairstyle that makes people compelled to make or use the same things

as their views through the media. The important thing to realize and note that sometimes excessive aspirations will take the risk and bad things will not be considered as a fault.

The function of the mass media as a supporter of social changes:

First, as a giver of information. In this case the function of information delivery can be done alone by the media. Without the media, it is unlikely the information can be delivered accurately and quickly.

Second, as decision-making. In this case the mass media play a role as a support which requires discussion groups that will take a decision, besides that it expected a change in attitudes, beliefs and social norms. This means that mass media play a role in delivering information as a discussion, to convey the message of community leaders and clarify the issues that it conveys. Third, the media serve as educators. In this case, the media can increase the level of public knowledge

EFFECT OF MASS MEDIA ON SOCIAL CHANGE

Rapid development of information and communication technologies such as mass media, causing rapid changes occur everywhere. The mass media gradually bringing in community into a new cultural patterns and begin to determine the cultural mindset and people's behaviour. Without realizing the mass media have helped set the schedule of our lives and create a number of needs.

Existence of mass media in presenting the information tends to trigger a change and an impact on determining the pattern of community life. Various information presented is considered to give a tangible influence positive and negative. Slowly but effectively, the media shape public views on how a person sees his own and how one should relate to the everyday world.

The media shows the public how the standard of living worthy of a human being, thus indirectly causing the community to assess whether their environment is feasible or whether it has met these standards and this figure is heavily influenced from what's seen, heard and read from the media. Message / information conveyed by the media can be a supportive community for the better, making people feel good about themselves, feel fairly or otherwise restore trust him or feel low than the other. The shift pattern of behaviour that resulted from the mass media can occur in a family environment, school, and in social life. Lifestyle changes in terms of mimesis or imitation excessively against themselves a figure that was idolized based on information obtained from the media. Usually someone will imitate everything connected with her idol was both in terms of dress, look, cut her hair or the way of speaking that reflects his idol . The above tends to be more influential on the younger generation.

The socio-psychological, information flows that continue to hit our lives will cause various effects on mental development, especially for children and adolescents. The pattern of their behaviour, little by little influenced by what they receive that may deviate from the stage of mental development as well as the norms and regulations. This can happen when watching or information that should be consumed by adults was watched by children (Amini, 1993).

The impact of mass media can include a wide range of behaviours that deviate from social norms or cultural values. In modern times the public generally assumes it is not something that violates the norm, but considered part of a mass trend now. In addition, the development of mass media is very fast and can be enjoyed easily because people tend to think practically. With the development of mass media especially with the advent of electronic mass media (the modern mass media) to make people more or less constantly overwhelmed felt not satisfied and life-style instant-paced lifestyle like this without any conscious will kill the creativity that is in us in the future.

CONCLUSION

In general, the mass media is a means to deliver information from a source of information (communicator) to the recipient information (communicants). The entry of information by the mass media impact social change in society. Information thus has the power both to build and destroy.

This means that the mass media in this double-faced. Information that until society can be taken differently by each individual depending on their interests and depend of society's ability in using information coming proportionally. The most contrasting impact is felt among the community is changing lifestyles and patterns of behaviour which society requires to be versatile instant, causing a shift of cultural values in public life. Mass media presence is felt more influence on the younger generation who are in the stage of self. The information received from the media is affecting the social and cultural life of a society both in the perception of his attitude and behaviour. Mass media has created a new culture that wants the public to adjust to the culture. Adjustment of public attitudes toward popular culture caused a social change in all dimensions of public life and public demands for change from traditional society to the society with a modern lifestyle.