



ORIGINAL RESEARCH PAPER

Media

Media Consumption and Skills Development among Early- Adolescents in Bangalore: A Study

**KEY WORDS:** Media consumption, skill development, early-adolescents

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ABSTRACT

The present media scene is relatively complex and transforming at a rapid speed. The electronic media spreads rapidly in our daily lives and people quickly migrate towards this media. The present generation is accepting these new forms of media within no time. The technology has powered an explosion of media usage among young people in the last few years resulting in more and more consumption of media by them. Media use and early adolescents is the most investigated topic because of the involvement of risk factor. Technological expansion in media is taking people to different level of experience especially among young generations to the higher levels. Media has become the part and parcel of our life. Most of us cannot imagine our life without it. Media with the moderate use facilitates cognitive, personality and skill development among early adolescents. The present study attempts to investigate the media consumption and various skills development among early adolescents studying in high school. The questionnaire method will be used to collect primary data from the students of Bangalore. The data will be analyzed, interpreted and concluded.

Introduction:

Mass media today have almost relegated the parental impact on children since children look up to media for information, education and entertainment. The rise of media's influence can also be attributed to the work pressure of the parents who do not find enough time provide the required guidance to the children. The media have realized the lacunae in the familial setup and admittedly it tries to cover up so that children are not deprived of socio-cultural orientation as well as emotional needs. Though the audio visual media are at hype in today's world, the traditional media such as newspapers and magazines have their own mark of presence in the minds of people. Newspaper has never lost their prime place at home and in school libraries. Children are spontaneously drawn to these medium by various attractions like film ads, cartoons and pictures so on and so forth. Television has been referred to as the second parent because of its stunning impact on the entire society and particularly on children. As a matter of fact children grow up watching Television from a tender age, cartoons and ads spots fascinate them with animation and music. Children also listen to a lot of music either at home or in the car or on the mobile phone. Cinemas have always regained all types of audiences, children amongst them is the most fascinated one. Though children may not go frequently to the theatres as often as their predecessors they get to watch movies 24/7 on Television. Cinema as a channel has been a popular phenomenon on Television.

Media has pivotal role to play in the lives of children especially when they are in teenage. Because this is the age when they have lot of questions confusions arises in their minds and seek answers from various sources. They will be hesitant to ask their parents and teachers so they have to depend on friends whose knowledge will not be more than them. The ultimate source will be the media. They experiment with the information and education provided by the media. The trials may yield good results or even bad too. Based on the results they mould their physical and mental features. Skill development is also one of the important areas they could think of. In this regard the paper makes an honest effort in finding out the use and impact of media on children's skill development.

Review of Literature

The overwhelming rise in exposure to media does have effect on children and adolescents. In fact the influences and effects of media can now be felt globally, transcending social and cultural boundaries. UNESCO (1999) points out, Children and youth of schooling age are the groups that are most vulnerable to the forces of media influence, and regardless of their diversity in circumstance and surroundings, youth from all corners of the

world identify with and share the models of conduct, aspirations and cultural consumption patterns that are evoked by the world media landscape. These groups also react to the notions and content put forward by the media with similar feeling and emotions.

**Leckenby (2005)** researched that, with the information explosion in recent years, the ubiquitous and immensely powerful media are considered major agents of socialization for young people today. The media have become an integral part of young people's lives and their major source of knowledge and information. Based on the taxonomy adopted by today's media planners in the field of advertising, the concept of media types has been dichotomized into traditional media and new media.

**Buckingham (2005)** analyzed that early and frequent exposure to media content can promote media literacy development through increased opportunities for informal learning. Informal learning refers to learning and engagement that occur outside school/ institutional settings.

**Arnett, Larson and Offer (1995)** deliberated the connection between the teenagers and media services and amplified that adolescents were active media users in modern society. The researchers made systematic efforts to explain (i) the psychological needs that help shape (ii) why people use the media and what motivates people to (iii) engage in media use behaviors to (iv) derive gratification to (v) fulfill those intrinsic needs, within the confines of a particular socio cultural environment. The study revealed that the audience who were exposed to the media contents responded to them differently based on the socio-demographic and psychological attributes.

**McLeod and Becker (1981)** evaluated the uses and gratification approach with respect to media contents and reported that uses and gratification research sought to understand the social and psychological origins of the audience. The researchers noted that differential patterns of media exposure brought about need gratification of the audiences.

Objectives

- To study media habits among Early-adolescents
- To examine the usefulness of the media
- To examine the skills gained by early-adolescents from media

Statement of the problem:

Today's world is flooded with various media forms. Day by day media penetration is becoming stronger especially young minds

are influenced by the contemporary media exposure. Media exposure has both positive and negative effect on children based on how much has been consumed and what kind of development happens among them. Hence this study has been undertaken with the title "Media Consumption and skills development among Early-Adolescents in Bangalore: A study".

**Research Design:**

The study was conducted in Bangalore city with the sample size of 387 early adolescents from 2 different schools. Respondents were from 8<sup>th</sup>, 9<sup>th</sup> and 10<sup>th</sup> standard belonged to the age 12 to 15years. Sincere effort was made to select equal number of males and females. The primary data was collected by distributing survey questionnaire. Convenient Random sampling was used to select sample from the population for the study. The data was analyzed by using simple mean and interpreted. Based on the interpretation the final conclusion was drawn.

**Data Analysis and Discussion**

**Table: 1 Profile of the respondents**

Gender	Frequency	Percentage
Girls	193	49.8%
Boys	194	50.1%
<b>Age (years)</b>		
12	101	26%
13	105	27.1%
14	87	22.4%
15	94	24.2%
<b>Class</b>		
8th	130	33.5%
9th	147	37.9%
10th	110	28.4%
<b>Place</b>		
Semi Urban	144	37.2%
Urban	243	62.7%

N (Total): 387

**Gender:** The above table reflects that, the proportion of boys and girls are almost equal ie., 49.8% of them girls and around 50.1% boys.

**Age:** The next segment of the table is referred to the age wise distribution. 26% of them from the age 12yrs, around 27% belong to the age group 13yrs further 22% of them belong to the age group 14yrs and around 24% of the respondents belong to the age group 15years.

**Class:** 33.5% of the respondents selected from class 8th standard, 37.9% of them from class 9th and 28.4% from 10th standard were selected for the study.

Last part of the table shows that 37% of the respondents are from Semi Urban area and around 62% of them belong to urban area.

**Finding of the study**

**Newspapers:**

- 62% of the respondents read newspapers regularly
- 10minutes is the maximum time spent in reading newspapers by the respondents
- International, National, Cinema, sports and cartoons and comics are the much preferred content in the newspapers
- 56% of the respondents agreed that they get useful information in the newspaper
- Academic (93%), Communication (87%) and general knowledge (93%) has been improved by reading newspapers
- Magazines:
- 42% of the respondents read magazines regularly
- 10minutes is the maximum time spent in reading magazines
- Stories and Cartoons are mostly preferred content in magazines
- 58% of the respondents agreed that magazines are providing useful information

- Academic(94%), Communication (76%) and general knowledge (99%) have been improved by reading magazines
- Radio:
- Only 27% of the respondents listen to radio regularly
- 20minutes is the maximum time spent listening to radio
- Filmy music (85%), Western music (72%), educational (72%) are the much preferred programmes
- 27% agreed that radio is providing useful information
- General knowledge (65%), communication skills (58%) have improved by radio
- Television:
- 79% of the respondents watch television regularly
- 2hours is the maximum time spent in watching television
- Sports (83%), Cartoons (69%), Reality shows (60%), Cinema (65%) are much preferred programmes in television
- 79% of the respondents agreed that they get useful information in television
- General Knowledge (99%), Communication skills (97%) academic skills (88%), health related (73%) and behavioural skills (59%) have improved by watching television
- Cinema in theater
- 27% of the respondents watch cinema regularly (once or twice in a month) in theatre
- Action, Adventurous, Animated, Comedy movies are much preferred movies
- 20% agreed that Cinema provides useful information
- Communication skills, general knowledge and behavioural skills have improved by watching cinema

**Conclusion:**

The study conducted on the sample 387 in Bangalore urban and Channapatna semi-urban has yielded some interesting results. The sample consisted of almost equal number of girls and boys aged between 12 to 15years. Sample was selected from urban and semi-urban area studying in both in Kannada and English medium schools.

It is evident from the study that early adolescents are using almost all the media. It is also marked that television is the most popular and preferred medium among them. Early adolescents spend most of their leisure time in watching television. Based on the results, TV has a very responsive role in changing its priority of the content. Children watch lot of entertainment programmes such as sports, cartoons, films, reality shows etc., There is a need to make children to understand other functions of media. There is a need to make children to understand other functions of media. And there is a need to create awareness on the usefulness of media for the right purpose which can lead the development in their overall personality. In this regard parents and teachers has to lead them in a right way and in right consistency.

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