Impact of Media on Youth: A Socio Legal Study

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Abstract

There are various factors that lead to criminal behavior among youth. Criminal behavior among youth takes place in various forms and varies in degree, frequency, duration and seriousness and involves different forms of specialization like drug addiction, sex offences, predatory acts etc. Criminal behaviour like other social behavior has complex roots. But media become a great factor of criminality among youth. Due to advancement in science and technology the problem of media violence has been increasing day by day. Recently the Uttarakhand High Court directed the central Government to ban 850 porn sites to prevent the youth from committing crimes. Various experts emphasized that media plays an important role to influence the human mind in many ways and excessive exposure to media is the main cause of crime or delinquency among youth because they take influence of the scenes of violence through media. Experience has shown that television and films have the maximum impact on the viewers due to combined audio-visual impact. What they see on the television, cinema, video games, mobile, I-pads, computers they try to do as it is in real life. Present day movies, cartoons, games, other videos on media are full of criminal activities scenes like violence, robbery, theft, loot and rape etc. This article analyzed the socio legal aspect of influence of media violence on youth. Under this Article the problem of media violence has discussed thoroughly. Various legal provisions to combat media violence have also been discussed. In the concluding part various suggestions have also been mentioned.

Key Words: Media, youth, law

1. Introduction:

Youth are there to shape the future of the country. They constitute the core of humanity in the world. They are the life veins of the society. They are regarded as strong foundation of the progressive and developing nation, and the builders of the future world. They are the supreme assets of every country and therefore every effort should be made to provide them equal opportunities for their development. Youth are also regarded as gift of God and future of the country and it is the responsibility of everyone to ensure them a safe environment to live in where they generate a good future for the country. There is no exaggeration if it is said that future well being of a particular nation depends upon how the

children grow and develop.[1] But with the advent of industrialization, urbanization and especially advancement in technology one of the various problems out of social disorganization is a criminal behavior among youth and it needs a greatest concern in the maintenance of social and cultural system of any country. In the modern era the social media as well as the mass media significantly influence youth behavior. Media consists of every kind of broadcasting and narrowcasting medium such as television, radio, newspapers, billboards, mails, telephone, cell phones, fax, internet etc as the important means of mass communication. Media is a vehicle and a channel which is used to convey information, entertainment, news, education etc. But with the advantages of media there are several disadvantages of media. Young children are easily became the victims of bad impact of media. Youths are especially vulnerable to the media. This condition points to concerns on possible negative effects of the media on youth behavior. Media is also considered as cause of crime or delinquency because children are of easy impressionable mind. What they see on the television, cinema, video games, mobile, I-pads, computers they try to do as it is in real life. Present day movies, games, cartoons and other videos on social media as well as mass media are full of criminal activities scenes like violence, robbery, theft, loot and rape etc. Misuse of media among youth causes serious problems such as physical health as well as mental health change, changing in behavior, increasing aggression,

cyber crimes, communal disharmony, inciting hatred by circulating baseless content on social media, sexual crimes, increasing of gangsters, violence, rioting, internet terrorism, religious intolerance etc. Youths are easily vulnerable to negative influence of behaviors as well as beliefs through media. Participation of youth in online social media web sites such as face book and twitter has created a new environment in which they exposed to drugs related and obscenity related content. The parents must be careful and serious in not taking their children to undesirable pictures especially with the crime scenes on the social media as well as mass media. It is true that the media has an adverse effect on the moral sense of the children because of its emphasis on violence, crime and sex. Too crazy people for movies neglect their studies, waste their precious time, neglect games as well as other physical activities, losing sleep and turn truant from school and house. Quite often when they don't have money for the cinema ticket, they resort to stealing. The undesirable influence of television lies in introducing an element of impersonal relationships in the family. According to Marie Seton,[2] interest in films in the country (India) is unparallel; therefore, carefully planned programmes with appeal to different groups could be built up through suitable films. Misuse of media among youth is a global problem. Violent movies in TV, video games, mobile phones and computer networks has authenticated deep effects which leads to

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[1] Laxmi kant Pandey v. Union of India 1984 (2) SCC 244.

[2] Marie Seton, The Films as the Educational force in India, Ministry of the education, Government of India 1956 pp. II and 40-41.

criminal behavior among the youth and the crime rate among youth has been increasing day by day from the last decade in a developing country like India. It has universally accepted that media pose deep negative influence on youth health, including overweight that is obesity, violence, risky sexual behavior and drug addiction. It is now not just kids in bad neighborhoods or with "bad" friends who are likely to be exposed to bad things when they go out on the street. A "virtual" bad street is easily available to most youth now in their very homes. At present, crime by youth is like an incurable disease in our society. The need of the hour is to cure such a disease and take necessary steps to save, protect and prevent future generation from committing crimes. In most of the contemporary societies, developed as well as developing, this problem is still growing. Among youth the criminal behavior has assumed serious forms and which is a sign of sick society. The statistics as well as data of crime rate amongst youth portray a dark-clouded picture for the nation. As per the record of National Crime Records Bureau, youth in the age group of 18 to 30 were responsible for 41 percent of the total heinous crimes such as murder, rape, burglary, and kidnapping.[3] The another report of the National Crime Records Bureau (NCRB) shows that the 60 percent of crimes against minors are done by youngsters of age 16 and 18 and it also shows that the children between the age group of 16-18 years were responsible for 66% of crimes committed by all children in

2013.[4] On December 16, 2012 the brutal gang rape of a paramedical student by six men on a moving bus in the national capital shook the nation for the sheer brutality and torture inflicted on the helpless girl. Mostly the perpetrators of the crime were between the age group of 15-18 years. Before discussing the impact of media as well as various factors leading to criminal behavior among youth it is necessary to discuss the meaning of youth. So the meaning of youth is discussed below.

2. Meaning of Youth

Youth age group is not a fixed age-group. 'Youth' is considered as a person between the age who has completed his or her compulsory education, and the age at which they find their first employment. It is the time of life when one is young, but often means the time between childhood and adulthood.[5] In the field of Sociology as well as Psychology research on youth is quite less developed. In India the research on youth is of recent origin. It is only from the mid seventies that there is a significant output of sociological literature on youth.[6] In field of sociology as well as psychology eminent Scholars have given different definitions of youth. But all the scholars have not been agreed upon the precise definition of youth. Some psychologists as well as sociologists refer the term youth also to adolescence. The word adolescence is derived from Latin word 'adolescere' which

[3] National Crime Records Bureau report, 2002.

[4] Crimes in India, 2014: p 128-129.
[5] *Macmillan Dictionary*. Macmillan Publishers Limited. Merriam-Webster
[6] Gore M.S. Third Survey of research in Sociology and Social Anthropology Volume 1 Indian Council of Social science Research, and Manak Publications, 2000, p253.

means 'to grow up'. [7] The adolescence is a transitional stage of physical and psychological development that generally occurs during the period from puberty to legal adulthood that is age of majority.[8] Adolescence is usually associated with the teenage years, but its physical, psychological or cultural expressions may begin earlier and end later. In 1904 Psychologist G. Stanley Hall defined youth age group as a period of transition between childhood and adulthood.[9]

Policy makers all over the world formulate policies in respect of youth to enhance and streamline their energy.[10] By formulating these policies the planners, policy makers as well as research workers will help in enhancing the understanding the aspirations and problems of the youth at national as well as international level.[11]So different countries as well as national and international agencies while formulating various policies for the development of youth have also defined youth age-group in different contexts. United Nations defines[12] 'youth' as persons between 15-24 years of age. National Youth Policy of 2003, [13]

defined youth as a person of age between 13-35 years, but in the current policy document, [14] the youth age-group is defined as a person of age between 15-29 years. Ministry of Statistics and Programme Implementation defined youth as a person of age between 15-34 years.[15] World Health Organization defined the term youth as people of both sexes between the ages of 15-29 years. According to UN report India has world's largest youth population.[16] Article 11 of the African Youth Charter[17] defines the term "youth" as a person between the ages of 15 and 35 years. Therefore youth being passionate as well as energetic creation of the nature is considered as a more important segment of the population. Youth manifests strong emotions as well as passion, inspiration and dedication which make them a precious human resource for fostering economic, cultural and political development of a nation. A country's ability and potential for growth is determined by the size of its youth population. If passion and energy of youth utilized properly then it can bring great positive change in the society. Youth are the creative digital innovators in their communities and participate as active citizens, eager to

[7] Macmillan Dictionary for Students Macmillan, Pan Ltd. (1981), page 14, 456.
[8]

[9] Adolescence: Development During a Global Era edited by Dena Phillips Swanson, Malik C.Edwards, Margaret Beale Spencer, Elsevier, 2010.
[10] Central Statistics office, Ministry of Statistics and Programme Implementation, Government of India, Youth in India, 2017.
[11] Ibid
[12] Secretary-General's Report to the General Assembly, A/36/215, 1981
[13] Http://www.youthpolicy.org/ national/India 2003 National Youth Policy retrieved on 13/06/2017 at 10.35pm.

[14] Ministry of Youth Affairs and Sports "National Youth Policy" 2014.
[15] Central Statistics office, Ministry of Statistics and Programme Implementation, Government of India, Youth in India, 2017.

[16]http://articles.economictimes.indiatimes.com/2014-11-18/news/56221890_1_demographic-dividend-youth-population-osotimehin. According to this report with 356 million 10-24 year-olds, India has the world's largest youth population.

[17] African Union Commission adopted this Charter at their Summit in Banjul in 2006.

positively contribute to sustainable development. There is a great need to tracked, inspired, skilled and modernized the youth in such a way so that they developed their all around personality and pool their energy for the quick progress of the nation. Thus from the above it is notable that youth is a valuable asset of every nation. Every effort should be made to protect them from criminal activities. But due to number of factors such as impact of media, broken families, parental conflict, poor parental supervision, delinquent peers as well as carefree attitude of youth in schools and colleges, the present day youth indulged in various criminal activities. There are number of factors that cause criminal behavior among youth. But this article is dealing with only one factor that is media. Due to rapid growth of industrialization, urbanization and advancement in technology, media has become an integral part of youth's life. It is observed that violence in media, sexual contents, and contents promoting communal hatred or communal disharmony in media leads to criminal behavior among youth. Media violence has become a global issue and efforts should be made to protect and prevent the youth from media violence. Before discussing media violence as a global issue it is necessary to understand the meaning, definition as well as various forms of media. So definition, meaning and various forms of media are given below.

3. Definition and Meaning of Media

Media is the plural of medium and can be treated as singular or plural. In 1920's the term media began to used. The words 'media' and 'mass communication' are regarded as synonyms of each other. The various means of mass communication such as newspaper, book publishing, magazines, broadcasting and internet are regarded as media. Therefore it includes every kind of broadcasting and narrowcasting medium such as newspapers, magazines, TV, radio, billboards, direct mail, fax and internet. Gerbeneer defined mass communication as the social instruction through messenger. The term mass denotes great volume, range or extent, on the other hand the term communication refers to the giving and taking of the transmission and reception of messages. Mass communication usually involves the production of content such as information, entertainment, or art by various institutions such as radio station or a publishing enterprise and at the same time this content is transmitted to large, scattered, and heterogeneous "mass" audiences who potentially may be interested in receiving it. Therefore the media of mass communication is also known as mass media or media which includes newspapers, magazines, books, film, radio, television, recorded music and the internet. In the present scenario media is regarded as a fourth estate and it is also considered as the fourth pillar in a democratic setup after the judiciary, executive and legislature. Due to advancement in technology media has evolved in various forms. Various forms of media are discussed below.

3.1 Types or Forms of Media:

Modern media has evolved in different forms such as print media (books, newspapers, magazines), television, movies, video games, music, cell phones, various kinds of software, and the internet. Each

form of media involves content as well as object or device through which such content is delivered. Generally modern media divided into two parts mass media and social media.

3.1.1 MASS MEDIA: Mass media refers to communication devices, which can be used to communicate and interact with a large number of audiences in different languages. Entertainment and media always go hand in hand, but in addition to entertainment, mass media also remains to be an effective means of communication, spreading information and sharing views, opinions, and ideas. There are three types of mass media.

1) Print media: Print media encompasses mass communication through printed material. It includes newspapers, magazines, booklets, periodicals, press releases and books.

2) Electronic media: Electronic media is that type of media which requires the user to utilize an electronic connection to access it. It is also known as 'Broadcast Media'. It includes television, radio, internet, computers, telephones, etc.

3) Internet: The internet is a more interactive medium of mass media and can be briefly described as "network of networks". Internet media comprises of various forms of services such as email, social media sites, websites, and internet based radio and television. Various internet sites like face book, twitter, and YouTube have made communication more entertaining, interesting, and easier.

3.1.2 Social Media: Social media is that form of electronic communication through which users create online communities to share information, ideas, personal messages, and other content such as videos. Social media comprises of various social networking sites such as:

1.   Facebook: It is an online social networking site that allows users to create their personal profiles, share photos and videos, and communicate with their users.

2.   Twitter: It is an internet service that allows users to post "tweets" for their followers to see updates in real time.

3.   Snap chat: It is an app for mobile devices that allows users to send and share photos of themselves doing their daily activities.

4.   Pinterest: It is an online community that allows users to display photos of items found on the web by "pinning" them and sharing ideas with others.

5.   LinkedIn: It is a networking website for the business community that allows users to create professional profiles, post resumes, and communicate with other professionals and job-seekers.

Thus these are various forms of media through which people interact with each other. In the modern era media has changed the way of interaction between people. In many ways, media has led to positive changes in the way people communicate and share information but sometime it results in negative outcomes with long term consequences. Misuse of media among youth has become a worldwide issue and it is need of the hour to combat such issue. Under the following we have discussed the socio legal aspect of impact of media on youth.

4. Media Violence and Youth - A Socio Legal Aspect:

Globally media has become an effective force that presents various issues such as political, social, economic or religious in different ways as well as in different forms. Media is also considered as the powerful entity on the earth. Media has the power to make innocent guilty and to make the guilty innocent because it controls the minds of the masses. It helps in the exchange of ideas, dissemination of information, ideologies, world views and opinions in a constant steady stream. Due to its omnipresence and easy accessibility, media proves to be a powerful audio-visual medium. Every member of the modern society is influenced by mass media as well as social media because it is confronted with lot of information in the form of sounds, images, videos etc. and which can be easily exchanged, shared and reached to the wide audience. Therefore the influence of mass media is realized on every member of the modern society including children and adolescence especially youth.

Childhood and adolescence are the stages of life during which the child is personally as well as socially developed and attained the standards of society. These standards of society influenced their thoughts, feelings and actions. These are the stages of the life in which social behavior is formed through social values. Principal as well as dominant social values influence beliefs and attitudes of the youth which they have learned during the stages of childhood as well adolescence. These beliefs and attitudes are reflected in the behavior and life style of the youth. Youth is a period of information-seeking and they are very interested in gaining new information. With these rapid changes there arises an increased potential for both positive and negative outcomes.[18] That which occurs during this stage of development often remains fixed later on in life.[19] In the modern era media has become an integral part of everyday life and youth spends number of hours per week on the different forms of media. Most of the Western research conducted on the violence in the media suggests that there is a close connection between presentation of violence in the media and violence in society.[20] Violence in the media is an increasing problem of the modern society. Since 1979 school shootings have been on the upswing.[21] These incidents around the world have focused the attention of general public with regard to influence of media violence that leads to such criminal activities among youth.[22] The American medical community has been concerned with this issue since the 1950s.[23] In America various studies conducted on impact of media violence on youth's behavior proved that media violence

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[18] Dr. Shareen Sadiq and Asif Khan "Media Violence And Children: A Situational Analysis"p.3, retrieved from https://www.academia.edu/7783301/ on 16/07/2018 at 10:27 AM

[19] Ibid

[20] Ibid at p.1

[21] Retrieved from https://patch.com/us/across-america/mass-school-shootings-rapidly-rising-1980s-study on 16/07/2018 at 10:31 AM

[22] https://patch.c/across-america/mass-school-shootings-rapidly-rising-1980s-study retrieved on 16/07/2018 at 10:31 AM

[23] https://www.unicef.org/magic/resources/InterMedia2004.pdf retrieved on 16/07/2018 at 10:45 AM

is one of the casual factors of real-life violence and aggression.[24] In 2007 The Federal Communications Commission (FCC) released its report on media violence and its effects on children and agreed with the Surgeon General that there is strong evidence that exposure to media violence can increase aggressive behavior among children.[25]

The mass media as well as social media including music, movies, magazines, news, advertisements, serials, video games or other entertainment programmes has become a part of daily life of the modern society especially youth. While exploring to the new media it is difficult for the young people to distinguish the real and fake contents of the media. This results in confusion and blind imitation among youth. So the media of present age plays an important role in the increase of criminal behavior including violence, sexual activity, and risky behavior among youth. Increasing of criminal behavior among youth through violent media becomes a risky factor throughout the globe. Now it becomes a global issue as well as global problem. Media has shaped the attitudes of youth in many ways. A study conducted by UNESCO also proves that the present day youth is very passionate to

aggressive icons.[26] They imitate these aggressive icons which lead to theft, kidnapping, murder, and rape and sex scandals. In this study while conducting the survey Arnold Schwarzenegger was known to 88 percent of the boys living in high-crime environments in India, Brazil and Japan and they wish to be like Schwarzenegger.[27] Watching violence in the media has become a popular form of entertainment especially for youth. Throughout the world wrestling is a popular spectator sport. Young people also enjoy combat between animals such as bull fights, cock fights and dog fights presented in electronic media. In order to increase their ratings number of news channel provides coverage of violent crimes which has also become a part of entertainment among youth.

Advancement in technology has dramatically increased the availability of violent entertainment. Violent entertainment is easily available to children through television. More recently, cable systems, video cassette recorders and video as well as internet games have increased exposure among youth. Long hours of viewing violent media not only cause criminal behavior among youth but also brought changes in lifestyle as well as unhealthy eating patterns among youth.[28]

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[24] Craig A. Anderson "The Influence of media violence on Youth" Psychological Science in the Public Interest, vol. 4, 3: pp. 81-110. , Dec 1, 2003.

[25] Paul J Wright "An Evaluation of the Federal Communications Commission's 2007 Report on TV Violence" The Communication Review, 12(2):174-186 · June 2009

[26] http://www.swaraj.org/shikshantar/vimukt_03.html retrieved on 29 Dec.2017 at 1.20 PM.

[27] Ibid.

[28] Yolanda (Linda) Reid Chassiakos, Jenny Radesky, Dimitri Christakis, Megan A. Moreno, Corinn Cross, **Children and Adolescents and Digital Media,** Council On Communications And Media, From the American Academy of Pediatrics, Technical Report, October 2016.

Advertisements in the various programs promote food which is low in nutritive values and high in fat and calories. A survey conducted by Inter media Survey Institute for UNICEF, stated that modern electronic media lacks quality programs that pose unnatural influence on children's beliefs and they develop risky behavior, negative self-images as well as more emphasis on celebrity rather than service and community.[29] This study also reveals that media leads to youth in self centered ideals such as beauty, develop negative stereotypes among them and encourage them to follow what they see rather than think for themselves. [30] Extensive research evidence indicates that exposure to violence in media, including television, movies, music, and video games, represents a significant risk to health of children as well as adolescents. In this study it is also revealed that media violence contribute to aggressive behavior, desensitization to violence, nightmares, and fear of being harmed.[31]Media of modern age presents degrading sex and violence in such a way that it causes criminal behavior among youth which results in various crimes such as rape, murder, assault, molestation etc. Recently society

has observed a notable increase in the crime rate among the youth. Because the headlines of the most of newspapers as well as news channels presents that youth involve in chain snatching, youth involve in gang rape of minor girl, youth involve in gang war in Punjab, youth apprehended in drug case in Punjab, youth involve in kidnapping, college girl friend beaten up by gang of youth. Such shocking news appears as headlines of a news paper on daily basis. It is also observed that due to easily availability of violence in media the crime rate among youth has increased. Children as well as youth learn lots of things by observing a behavior and afterwards they try to exercise such behavior. The violence in media teaches specific violent behavior. If such behavior rewarded rather than punished and seems to be appropriate and useful then it can easily put their influence on them. Such behavior is exercised by youth in their real life. For example gun violence is exercised by youth throughout the world under the influence of violent video games, violent movies, etc. In this way, behavioural scripts are learned and stored in memory. In India gun violence is very rare in schools as well as colleges. But in 2007, for the first time, the U.S. pattern of campus shooting has been exported to the Indian Metropolitan city.[32] The shooting occurred in Euro International School, Gurgaun, a neighbouring suburb of New Delhi. Through this incident the researchers observed that excessive exposure to violence in the media by youth not only desensitizes them but

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[29] https://www.unicef.org/magic/resources/InterMedia2004.pdf

[30] ibid
[31] Children, Youth and Media Around the World: An Overview of Trends & Issues 4th World Summit on Media for Children and Adolescents Rio de Janeiro, Brazil, April 2004.

[32] http://www.expressindia.com/latest-news/Shooting-inside-Gurgaon-school-boy-killed/249098/ retrieved on 16/07/ 2018 at 10:23 PM.

cause serious affects which leads to criminal as well as antisocial behavior among them. Thus violence in media becomes an international problem and it leads to societal imbalance, heinous crimes such as rape, riots, murder, theft, robbery etc. Therefore need of the hour is to curb the problem of media violence through international cooperation by implementing strict International law at the global level. The government of India has enacted Information technology Act, 2000 to control and regulate social media. But there is no law which particularly control and regulate electronic media in India. So there is a great need to enact a law to control and regulate electronic media in India. Our government has also taken various steps to reform and rehabilitate youth offenders. The Juvenile Justice Act, 2000 has been amended by the Government from time to time for the welfare of juvenile offenders and prevents them from committing a crime again.[33] But in spite of such welfare law for youth offenders, there is a rise in the number of youth offenders across the country. Therefore the need of the hour is to combat media violence through strict law. Under the following we will discuss various legislative measures with regard to control of media.

5. Regulatory Mechanism for Controlling Media Violence in India:

Due to globalization, liberalization and privatization the governmental control over media has lessened. At present the media in India is mostly self-regulated. The existing bodies for regulation of media such as the Press Council of India, which is a statutory body, and the News Broadcasting Standards Authority, a self-regulatory organisation, issue standards which are more in the nature of guidelines.[34] The chairman of the Press Council of India, former judge of the Supreme Court, M Katju, has suggested that television and radio need to be brought within the scope of the Press Council of India or a similar regulatory body.[35] In India there are number of laws for controlling print as well as electronic media. At first we will discuss regulation and control of press media in India.

5.1. Regulation And Control Of Press Media:

In the pre independence era the British government has enacted number of laws to control and regulate press media. In 1799 Lord Wellesley promulgated the Press Regulations, which imposed pre-censorship on newly established newspaper publishing industry. In 1835 Press Act was enacted to control and regulate newspapers. In 1857, the Gagging Act was passed by British Government with respect to issuance of compulsory licenses to establish printing press. This Act also empowered the government to prohibit the publication or circulation of any newspaper, book or other printed material and banned the publication which publishes the anti government

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[33] The Juvenile Justice (Care and Protection of Children) Act, 2000 (JJ Act) has been amended twice i.e. in 2006 and 2011 respectively and by replacing and repealing the existing Juvenile justice Act, 2000 a new law enacted which is known as "Juvenile Justice (Care and Protection of Children Act) 2015"

[34] http://www.rediff.com//news / slide – show -!-faq-how-media in India is regulated retrieved on 16/07/ 2018 at 10:23 PM.

[35] Ibid.

statements. Various another laws were also enacted to control press such as the 'Press and Registration of Books Act' in 1867 and which continues to remain in force till date and 'Vernacular Press Act' of 1878. In 1908, Lord Minto enacted the 'Newspapers (Incitement to Offences) Act, 1908 which authorized local authorities to take action against the editor of any newspaper that published matter deemed to constitute an incitement to rebellion.[36] On 26th January 1950 the Constitution was enforced. Article 19(a) of constitution incorporates freedom of speech and expression. Supreme Court of India in various landmark judgments held that freedom of press is also a part of freedom of speech and expression. But this freedom is subjected to various limitations that is national security, public interests etc. Therefore this fundamental freedom itself a limitation as well as control on press. In 1951 the Press (Objectionable Matters) Act, 1951 was enacted with respect to prohibit the printing and publication of a matters that incited to commit a crime as well as other objectionable things. Defence of India Act was enacted in 1962 to prohibit the publication and communication prejudicial to the civil defence as well as military operations. Many other laws were also enacted to control press such as Delivery of Books and Newspapers (Public Libraries) Act,1954, The Working Journalists and other Newspaper Employees (Conditions of Service and Miscellaneous Provisions) Act, 1955, Contempt of Courts Act, 1971, Press Council Act, 1978 etc..

5.2. Regulation and Control of Electronic Media:

India is the second largest TV market in the world, after the United States.[37] The film industry, known as Bollywood, is the largest feature film producer in the world, larger than Hollywood.[38]Internet users in India have reached to 500 million. Governments in India have enacted various laws to control electronic media from time to time such as Indian Penal code, 1860, The Cinematograph Act, 1952, The Dramatic performances Act, 1876, The Young Persons (Harmful Publications) Act, 1956 etc. The main objective of these laws prohibits presentation of various practices through media tend to deprave, corrupt or injure the public morality or morals.

Recently on 28th September 2018 the Uttarakhand High Court ordered to block 850 porn sites due to recent gang rape incident in a boarding school in Dehradun. The Court directed all the Internet Service providers to obey the Notification dated 31st July, 2015 and to block the publication or transmission of obscene material in any electronic form, transmitting of material containing sexually explicit act or conduct and also publishing or transmitting of material depicting children in sexually explicit act or conduct forthwith." Thus these are various steps taken by the government to tackle the problem of media violence.

Conclusion and Suggestions:

From the above we analyzed that today's generation learns violent behavior while watching violent movies through media.

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[37] "Media Violence and Crime" by Anju Khosla, Chapter 1, The Media, pp21.
[38] Ibid.

Youth of present era become the victim of violence through media. Violence in general and sexual violence in particular, is also a staple of the video game industry. The players of the video games earned various points to attack and kill innocent bystanders. Virtual violence is also readily available on the World Wide Web. Children and young people can download violent lyrics and visit Web sites that feature violent images and video clips. Much of the violence is also sexual in nature. Representation of crime issues on television also leads to criminal behaviour among young people. Due to advancement in technology there has been a rapid growth and popularity of social networking sites such as Facebook and Orkut in society. As information is easily accessible on these social networking sites, students rely on these sites blindfold. It reduces the learning and research capabilities of students. The adolescents are eager to join these sites in spite of proposed age limit, otherwise they are termed as old fashioned and out dated. These sites have become a medium of fashion symbol as teens upload their latest photographs on these and expect to receive comment. Teens who constantly use these social websites may also become more prone to mental ailments like depression and obsession. Pornography psychologically and sociologically effects children as well as youth and promotes negative social issues such as child sexual abuse, violence against women, rape, family breakdown and youth crime.[39] Preventive measures should be taken to prevent the youth of present age from accessing the programmes which convey negative values and are full of violence, perversion, vulgarity and cruelty. Following preventive measures should be taken to tackle the problem of media violence:

(1) Parents must give time to teenagers and try to monitoring the teenager that what he is watching on TV or the internet and try to discuss some limits and rules.
(2) To aware the teenagers about negative effects of media.
(3) To create an interest among the youth in extracurricular activities especially games.
(4)Laws related to media regulation should be properly implemented.
(5) The electronic media (Private TV channels) should be brought under Right to Information Act, 2005 so that some accountability comes into media operation and management.

(6) The number of programmes spreading peace, stability and progressiveness among people should be increased and the number of advertisements relating to social welfare and public awareness should be increased by Directorate of Advertising and visual Publicity (DAVP).

(7) Electronic media should telecast programmes which give knowledge to illiterate, rural and poverty ridden people, relating to employment opportunities.

(8) Crime, violence and obscenity related programmes should be restricted as it has deep impact on viewer's mind.

[39] Savithri, R., Kole, S. and Sakhuja, A. (2002), 'Sexual Behaviour among Adolescents and Young People in India', *Research Abstracts on Child*

Welfare, 2009, National Institute of Public Cooperation and Child Development, New Delhi.

Therefore the mass media have a great impact on governance, society and the course of events. The public interest would be protected if media plays an objective and balanced role and presenting the coverage of varied important issues relating to human development, socio - economic development, governance and democracy would make an important contribution in protection and enlarging public interest. An excessive zeal to praise or blame cannot be the basis of good reporting. Journalism must go back to trenches and rediscover the basics. Media ethics should be followed strictly especially by film industry and news channels and government should enact strict law to control and regulate media so that the youth of present age should be protected against bad impact of media. If internet service providers failed to abide by the media ethics then their license should be cancelled. So the need of the hour is to tackle the problem of media violence strictly to protect our youth against its bad impact.

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