

## Role of Media in Social Awareness Among High School Students

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### Introduction -

**E**lectronic media plays a crucial role in our everyday lives and has a very strong influence in moulding the student. Examples of electronic media are television, radio, internet and e-magazines. There are lots of positive aspects in electronic media. Students receive loads of information and knowledge from electronic media. Electronic media is the best way to bring awareness in the society because everyone depends on some kind of electronic media for the updates. The positive effects of electronic media are welcomed by everyone. But, there is a need to prevent the electronic media from having a negative influence in moulding the student. The students at home and at school, must be taught to distinguish between the good and ill effects of the Electronic Media, especially, Internet. The negative effects of electronic media in a student's life change their mental set-up. Students should spend their time in reading good books, studying, playing traditional game outdoors, exercising or engaging in social activities. But, today, they spend their time glued to the television and their cell phones. The internet, which is easily accessible even for a small child exposes them to undesired contents which they should not know and will not understand.

### Literature Review Studies Conducted in India

#### N.Naveena (2015)

showed that the mass media provides an important link between the rural residents and vital national information. The mass media, in the form of the radio and television, are an effective way to persuade target audiences to adopt new behaviors, or to remind them of critical information. Besides informing the public about new diseases and where to seek help, they can also keep the public updated.

#### Neethu Joseph (2016)

showed that the traditional games have been replaced by the electronic media. Although the students are engaged more in the electronic media, its judicious use has a positive impact on the wellbeing of the students. Demographic variables such as age, gender, type of family and family income does not affect the usage of electronic media among the school children.

#### Akashdeep Bhardwaj, Vinay Avasthi and Sam Goundar (2017)

reviewed benefits of the social networking sites in culture development, building self-identity, developing relationships and acquisition of social, communication, and technical skills. For future research, there is a need to increase the sample size and select a better representative.

### Sample -

A sample is a subset of population selected for observation and analysis. Sample size of the study was 302. The sample after leaving out not properly filled questionnaires was 300. The sample will contain three groups of students namely government, private and aided school students studying 8th, 9th and 10th standard.

### Research Tool -

This study has been conducted for assessing the social awareness of high school students. This is a descriptive survey type study. A survey was conducted on the high school students of Sulur and data was collected with the help of a adapted tool 19.

### Hypotheses of the Study -

1. There will be difference in the impact of electronic media in relation to social awareness among selected high school students.
2. There will be significant mean score difference based on age in the impact of electronic media in

relation to social awareness among selected high school students.

3. There will be significant mean score difference between boys and girls in the impact of electronic media in relation to social awareness among selected high school students.

#### Conclusion -

1. A similar study can be conducted can be conducted by taking more number of students.
2. The study can be conducted among other school students around Tamilnadu.
3. Present study helps to investigate the level of social awareness among High school students.
4. A similar study can be conducted using various variables.

#### References –

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