

YOUNG MINDS : BEHAVIOURAL CHANGES & THE ELECTRONIC MEDIA

Dr. Priya Srivastava

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P R E F A C E

Nowadays significant changes can be seen in the present generation of young children. These changes can be found in their thinking, attitude, perception, personality and value domain and the same can be attributed to their exposure to electronic media which comprises of mainly TV and Internet. The readers should not form an impression in their minds that electronic media per-se is bad or technology is harmful. On the contrary, such technological advancements are a boon for the society, however the problem is in the content which the children enjoy watching; daily soaps, (even commercials) etc. which are not suitable for viewing by children. They not only watch them actively but are in turn affected by their content.


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CONTENTS

INTRODUCTION 1-6

- INTRODUCTION 3

CHAPTER 1: CHILDHOOD – THE IMPRESSIONABLE AGE 7-18

- INFANCY AND EARLY CHILDHOOD..... 14
- CHILDHOOD..... 16

CHAPTER 2: VALUES, PERSONALITY & BEHAVIOUR 19-30

- BEHAVIOUR 21
- BEHAVIOURAL CHANGES..... 21
- VALUES 21
- PERSONALITY..... 24
- DEVELOPMENT OF PERSONALITY..... 26
- DETERMINANTS WHICH AFFECT PERSONALITY 27
- PERSONALITY IN PRACTICAL TERMS..... 29
- PERSONALITY IS NOT STATIC BUT DYNAMIC..... 29
- THE INFLUENCE OF EXPERIENCES ON PERSONALITY..... 30

CHAPTER 3: AGGRESSION, NEUROTICISM & ACADEMIC ACHIEVEMENT 31-36

- AGGRESSION 33
- TYPES OF AGGRESSION..... 33
- WHY PEOPLE RESORT TO AGGRESSION?..... 34
- PLANNED OR IMPROMPTU - THE TWO KINDS OF AGGRESSION 34
- FACTORS WHICH INFLUENCE THE EXPRESSION OF AGGRESSION 35

- NEUROTICISM..... 35
- ACADEMIC ACHIEVEMENT 36

CHAPTER 4: TV PROGRAMS & THEIR IMPACTS UPON CHILDREN ... 37-86

- BACKGROUND & ANALYSIS 39
- STUDYING VIOLENCE IN TV PROGRAMS..... 40
- GROWTH OF VIOLENCE THROUGH TV..... 59
- IMPACT OF TV VIEWING ON INFANTS..... 61
- NEGATIVE EFFECT OF TV ON ENTERTAINMENT AND SOCIAL INTERACTION 64
- SEXUAL CONTENT IN TV 67
- TV VIEWING DISTURBS VALUES..... 68
- TV FOSTERS MISMATCHED OCCUPATIONAL ASPIRATIONS 69
- NEGATIVE IMPACT OF TV UPON ACHIEVEMENT AND INTELLIGENCE OF VIEWERS..... 71
- EFFECT OF TV ON ENTERTAINMENT AND SOCIAL INTERACTION..... 73
- PROBLEM OF BRAIN DEVELOPMENT IS LINKED TO TV..... 77
- EMOTIONAL HEALTH DISTURBANCES DUE TO TV 79
- TV VIEWING DIMINISHES MANUAL DEXTERITY..... 80
- TV AFFECTS INTELLIGENCE & ACHIEVEMENTS 80

CHAPTER 5: PUBLIC AWARENESS AND EDUCATIONAL INITIATIVES 87-100

- NEWS BROADCASTERS ASSOCIATION OF INDIA CODE OF PRACTICE PUBLISHED AUGUST 2008 89
- SCHEDULING RULES..... 92
- PROGRAMME CATEGORIZATION SYSTEM..... 94

CHAPTER 6: SIGNIFICANCE 101-104

- SIGNIFIANCE 103

REFERENCES 105-125

- REFERENCES 107

