

## VIOLENCE IN THE MEDIA: THE REINFORCEMENT OF DESENSITIZATION IN THE YOUTHS OF INDIA

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### ABSTRACT

Media is of two types- one is the means of communication and information and the other is the means of entertainment. Here I am going to discuss about the other one which is the means of entertainment. Now let's talk about violence. What is violence? Violence is an expression of aggression. Oxford dictionary defines violence as "behavior involving physical force intended to hurt, damage, or kill someone or something." Now I will talk about 'violence in media'; media that I said before is the means of entertainment. If the source of entertainment becomes the tutor of the expression of aggression then what can we expect from our youth? We know that media has a great impact on our mind though it is any kind of media, social media, television, music, video games, or movies. Unfortunately, all these categories of media carry violence more than entertainment these days. I agree that the themes, events and characters of violent media catch hold on a large number of audience because they enjoy it the most. But at the same time it develops a split personality in the immature mind of children. They grow with the feelings that the 'hero' is the person who can fight with many people together. 'Hero' is somebody who has the power of doing anything if he has strength and aggression. Now, when these children turns up a youth then they start seeing themselves as a 'hero'. They start doing and participating in such acts that they think would make a good impression on others. In this paper I would like to put some lights on such violence that is the result of some categories of media. I will discuss about some violent incidents that took place in northern India due to music media. Moreover, I would like to draw the attention of the scholars towards the growing violent behavior of our Indian youths that is caused mainly by media. It is the matter of concern not only for a particular nation but for humanity that is extinguishing gradually from the globe. We need to stop it.

**KEYWORDS:** Media Violence, Aggression, Entertainment, Immature Mind, Hero, Humanity

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### INTRODUCTION

India is a country which is eminent in all over the world for its cultural values and secularism. It is the second highest populated and remarkably diverse country. So is the range of media. According to the latest survey India is the fastest growing and biggest newspaper market in the world, with a larger paid-for daily circulation of newspapers than China. Although the increase of smartphones has dwindled the print media market. It has over 700 TV channels, of which around 400 are devoted to news and current affairs, and perhaps one thousand FM radio stations. There are uncountable numbers of websites devoted to matters of Indian interest. While access to the internet remains relatively limited,

particularly in rural areas, mobile access is enormous, and smartphone access is growing at a great rate. The survey says that Indian smartphone users access the internet and social media via their phones much more frequently than US smartphone owners. But, unfortunately the dirty politics of India has threatened the very asset of the country, secularism, to the most and media plays a vital role in doing this. Media which has the power of changing hero into villain and villain into hero has really changed the developing India into a burning India. Media which is considered as the medium of information and entertainment has turned out to be the messenger of political parties. I cannot deny the fact that communalism is a pervasive phenomenon in the public life of India, and media could have successfully contributed in establishing harmony across the country, but unfortunately, it is the contrary. Media rather has become the puppet of some of the corrupt leaders of the country whose purpose is “divide and rule”.

A country where people of different religion, culture, language, caste and creed live together happily cannot be the station of the corrupt politicians who want only to make money and rule. Let's imagine if they begin to live together with peace and harmony then they will together start focusing on the development of the country and if they don't find it up to date then definitely the government will fall in trouble. Thus leading representatives of the country tend to entangle them amongst themselves in the name of religion, caste, creed, language, mosque temple etc. This is what the reason that even after the one and half decade of the twenty first century the Indians are struggling for their basic needs. Despite of being rich in natural resources, India is accounted for the largest number of people living below international poverty line by the World Bank survey. Media is not less responsible for this. The present media has forgotten its purpose to provide programs and services that inform, educate, enlighten, and enrich the public and help inform civil discourse. Instead, some of the media companies in India just become the puppet of the leading party whatever it is. They distort the truth and show the things favorable to the government.

At the 11th edition of the exchange4media News Broadcasting Awards (ENBA) 2019, Ravish Kumar, Senior Executive Editor, NDTV India, in a fireside chat with Dr. Annurag Batra, Chairman and Editor-in-Chief, exchange4media & BW Business world, spoke about the changing landscape of Hindi TV journalism and how the news environment has become toxic today. Kumar said that today's media has become extremely timid and sycophant. “It was never as dangerous as it has become today. What it has become is a mob multiplier and we should worry about it. This era of news which we see today, where TV anchors instigate people and use provocative language, is not a trend, it is an organised phenomenon. If you look at news channels, both Hindi and English, there were always some journalists who focused on reporting news that had a strong social connect, but after 2014, a lot has changed. The language of TV has changed and now what we see is low-quality content being labelled as journalism across TV channels”. He continues saying, “not only is the media celebrating existing immoralities, it is also scaling new heights of impropriety. Crudity is the new definition of refinement – the mainstream media's vulgarity has destroyed the norms of Indian democracy that once prevailed in the public domain”.

### **Communal Riots in India Provoked by Music Media**

Academic research shows that listening to music at work can help improve your mood, relax you and make you feel happier. When you listen to music you forget all the stresses of life at least for a while. But unfortunately, some people in India used this wonderful source of media to provoke and aggravate a particular community, I must name it Muslims in order to achieve the goal of spreading communal riots across the country. The song “*Jis din jaagutha Hindutva, anjambolega, topiwalabhisarjhukae Hindustan bolega, topiwalabhibolega, jai shree Ram, jai shree ram*” subjected the

northern part of India to face the deplorable happenings in 2018. Uttar Pradesh, Bihar, Jharkhand and many other states of Northern India suffered the consequences of this riot. More than hundreds of shops were gutted in fire, plenty of vehicles were flamed, a number of people died, many got injured and many arrested. Apart from the song that I mentioned above, there are many other songs which are being used these days in order to instigate the impulses deliberately. For example, “*Ram jikekaammeintaang jo adaayega, maakikasamjindanahijayega*” “*Ram Lalla hum jayenge, mandirwahinbanayenge, door hato Allah walon, janmabhoomikogherahai, masjid kahinaurbanao tum, ye Ram Lallakaderahai*” “*Pakistan meinhibhagwalehrayega, tukyaterabaapbhi Ram naamchillayega*”.

On account of the riots that occurred in the month of March 2018 in the northern part of India, one of the SP, Nalanda, Bihar, Sudhir Kumar Podika said “This is a new trend we have observed in the last one year that during the festive procession, the DJ stops at a specified location and plays instigating music.” This clearly manifests the intention of some anti-social elements who prepensely instigate the chaos in the normal life of general public. Woefully, they have chosen the most soothing object ‘music’ for this condemning act. It is hard for me to understand that if there is an organization such as “Censor Board” then how can such music or videos be released in public? In this century when the other countries are trying to come on top in account of the growth and development of science and technology, regrettably, India has none other issue than religion. Although we cannot deny the fact that India too is one of the most powerful country whether in terms of science and technology with the contribution of Dr. A.P.J Abdul Kalam, or in terms of natural resources. But the common public, even the educated one, do not try to come out of the box and they blow with the wind. That is why it is easy for any leader or ruling party to manipulate their own opinion. The youths who are considered the future of any country are misled and provoked to participate in furious and ranting deeds.

If you’ve ever been to India, you will feel as if how young the country looks; the streets of any Indian town, even of its villages, are full of youngsters. This isn’t a surprise: India is a very young country since half of its population is under the age of 25. Two-thirds are less than 35. As a recent Bloomberg News analysis discovered, India is likely to have the world’s largest workforce by 2027, with a billion people aged between 15 and 64. The most important and significant proxy of a society which plays a decisive role is the youth and fresh generation of that society. If we analyze the role and duty in a society we can say as youths are the back bone to the nation. They can change the future of the society with their well-being and courageous behaviour. They can show us what we have not been willing to look at within ourselves. Young people are the energized group bubbling with enthusiasm. And one’s potential can be utilized fully during their youth. If this enthusiasm and ideas are regulated and utilized in a proper way, then the youth can create a revolution which will shape the world in a positive way. But, if the same youths are misguided no one can stop the degradation of the society as well as the nation. Unfortunately, the youths of India are reinforced to possess hatred for each other in a community. It is not the old strata of people or the leaders who fight with each other, rather it’s the youths who get entangled with every last one in certain occasions. Consequently, they are caught by police and complaints are filed against them and hence they ruin their future.

First and the foremost concern of today’s youth in India should be education. Indian youth should demand for better education, employment driven training and brighter future. More emphasis should be laid down on career oriented courses and there should be a connection with real life scenario rather than just bookish. But, on contrary, the present Indian youth ponder that being the puppet of any political party or person can lead them to success. Politics politicspolitics! This is one word which is prominently listen and is a common point of discussion among youth today. Youth today is much aware of the facets of politics. They know well that it brings power as well as wealth no matter how qualified or intelligent

you are. That's why college election today has become big political occasion where rival parties leave no stone unturned to show their might. It is inculcated in youths that politics give the platform which allows you to get the things done easily even if it is illegal. They are bound to believe that it is only politics which allow you to break the rules or mould the rules in your favoring a way today Youth truly know Politics is a just another profession.

We cannot deny the fact that today's youth do concern with the issues of corruption more than anything else and that is why most of the protestors against corruption are the Indian youth. Mr Ratan Tata once said, "The youth of today will need to recognize that they shoulder a great responsibility. They will need to fight for rooting out corruption, for ensuring that no one is above the law and uniting the citizens of India as 'India first' instead of communal or geographic factions". Though fighting against corruption is the responsibility of every citizen but youth by virtue of their nature and energy should participate more in this cause. But, due to strong influence of biased media present generation too has become mislead. As we know that media these days has become very creative to show what they want to show. Although Indian media is considered free but all the big media houses are either run by political parties or funded by them. Hence, they use them as and when required to spread their propaganda. There are very few media houses which are working on the lines of objective journalism. At the same time they are not known. Most of us don't reach them, if we do, the government has all the right to shut it down. Additionally, our country is run by big corporates. All the policies are framed and cleared by the government to benefit them. Let me give you an example. Recently, the government announces to replace GhareebRath with all new Humsafsr trains. If you compare new coaches of Humsafar they are not a big upgrade as compared to European trains. Even after such upgrade we are far behind from other countries. For this service we will have to shell out more money for new trains while GareebRaths were pretty economical. On the top of that we could have similar features in the current GareebRaths or may be in other coaches for far lesser money. The current coaches could also be modified but despite losses the government decided to bring new coaches at an additional burden to exchequer and it would be heavy on our pockets too. Why this is being done? This is being done to benefit the company that makes these coaches. Because our political leaders get their share from the corporates when such policies are cleared.

So the bottom line is, our youth is being misguided by mass media. We need to have a great maturity to understand things between the sheets.

## CONCLUSIONS

Young people must be given a suitable platform to showcase and utilize their talent and intellect and media must endeavor to furnish that. There are many youth who have brilliant business ideas which would create employment, but could not fulfill because of some limitations like lack of social and financial support. If given these facilities, they could drive the economy of the nation. Moreover, it is the duty of parents and teachers of the society to honestly inculcate the moral education in the youths. Media too should contribute positively in the development of the society by not telecasting provocative news. The Sensor Board of India should be strict enough not to pass any aggravating music or video. Youths themselves need to be intelligent enough for not being used foolishly as a puppet by any selfish group of people. Corruption should be rooted out of country. Youth in India must know what they want and how they want because good and bad co-exist in the society. Today we relate everything related to success in terms of money. But success is more than this. Youth must derive inspiration from their role model and live life with proud. I would like to give a message to the youths of the world that life is the beautiful gift of the Almighty and it has so many challenges that fighting for silly things like religion, caste, creed, language, temple and mosque cannot make us "live". Let's just not spoil the beauty of life in such futile things

and start growing and developing yourself. Take practical education and be heuristic. It is only you who can change the present scenario of the world. If you are determined for your goal no one can exploit you. Just strive to be a role model for the society so that individual of the society makes you their role model in their every aspect of their lives. To get rid of the ongoing problems and overcome the obstacles voluntarily participate in the social; cultural and political activities in the country. Do not let anyone oppress you. You become the paragon in the society to renew, refresh & maintain a civilization.

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