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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*