

# THE IMPACT OF MEDIA VIOLENCE ON YOUTH: A COMPREHENSIVE STUDY

PRATIBHA SAHU

LEGAL PRACTITIONER HIGH COURT OF CHHATTISGARH

## ABSTRACT

Concerns about violence in Indian culture are growing. The media consistently draws our attention to its existence. News about specific violent offences is frequently reported in the media. Additionally, the media airs shows and serials that glorify violence, which when viewed by the public, encourages violence. There are many obvious causes of violence in our society, such as poverty, the dissolution of the nuclear family, the shift away from conventional morality towards situational pluralism, and the mass media. Certain violent depictions can have beneficial or prosocial impacts when they are exposed to them. Media violence exposure may have both short-term and long-term impacts. After viewing violent images in the media, watchers may become more aggressive due to a loss of inhibition. It is more challenging to quantify long-term impacts of media violence exposure than short-term ones. Media exposure that depicts violence makes subsequent watchers more aggressive. The most susceptible demographic to media impact is young people. The identity, independence, physical, and emotional changes that young people experience make them more susceptible to exploitation. It is well known how the media affects society, social institutions, interpersonal relationships, and other things. Youth in India are experiencing a rapid shift in societal values due to market- and media-driven Western influences. Against the backdrop of this existing issues, this study aims to examine the impact of media violence on youth in India, with a focus on understanding the unique cultural, linguistic, and socioeconomic factors that may influence this relationship. The study builds on previous research on media violence and youth aggression, but seeks to fill a gap in knowledge by exploring this phenomenon in the Indian context. The implications of the study's findings are significant for policymakers, educators, and parents concerned with the welfare of Indian youth. The study will contribute to a better understanding of the ways in which media violence exposure can impact youth development in the Indian context, and provide evidence-based recommendations for reducing the harmful effects of media violence on youth. Ultimately, the study aims to improve our understanding of this important issue in India and promote the well-being of young people in the country.

**Keywords:** Media, Violence, Youth, India, Media Influence.

## 1. INTRODUCTION

Young people are more frequently becoming acquainted with violent content through a variety of media outlets, making media violence a widespread problem in contemporary culture. Researchers, decision-makers, and parents have been concerned for a long time about the ubiquity of media violence and its possible impacts on children. Given the mounting body of evidence that points to a connection between media violence and youth aggression, the question of whether it can cause such hostility is particularly crucial.

India, a nation that is fast developing and has a young, diversified population, is not exempt from the problem of media violence or its possible effects on youngsters. This, therefore, is an important field of research due to the frequency of media violence in India and the distinctive cultural and social environment of the nation. In terms of socioeconomic level, language, and religion, India is a very diverse nation. These variables may affect how media violence affects young people in India.

India is home to over 1.3 billion people, with more than 50% of the population under the age of 25<sup>1</sup>. Additionally, thanks to the improved internet access and a rise in smartphones, social media, and online streaming services, young people now have better access to violent media content, India has seen a significant technological transformation in recent years.

By 2025, India's internet user base is predicted to grow to 900 million, with social media sites like Facebook, Instagram, and TikTok among the most popular places for young people to go online, according to research by the Internet and Mobile Association of India from 2021<sup>2</sup>. Cyberbullying, online harassment, and exposure to violent and inappropriate information are just a few of the issues that social media's growing popularity has raised.

Additionally, a number of occurrences in India over the past several years have brought attention to the possible negative effects that media violence may have on young people. For instance, a 13-year-old boy in Mumbai is accused of murdering his cousin, who was nine years old, in 2017 after getting motivation from the violent video game Grand Theft Auto. Many people called for tougher limits on the sale and dissemination of such information as a result of the occurrence, which generated a nationwide discussion about the effect of violent media on young brains.

<sup>1</sup> Ministry Of External Affairs, Government of India, <https://indbiz.gov.in/one-of-the-youngest-populations-in-the-world-indias-most-valuable-asset/>, (last visited Mar 24, 2023).

<sup>2</sup> Live mint, <https://www.livemint.com/news/india-to-have-around-900-million-internet-users-by-2025-report-11659063114684.html>, (Last visited Mar 20, 2023).

Despite the increasing worries over media violence and its effects on young people in India, there aren't many in-depth studies available on the subject. The limited scope of the issue at hand, such as the content of violent media or young people's attitudes towards violent media, has been the primary focus of the existing study on media violence and youth in India. As a result, the intricate connection between media violence and youth in India is not well understood in a systematic and nuanced manner.<sup>1</sup> Therefore, in order to fully comprehend the phenomena and all of its complexities, a thorough investigation of the issue is required.

The current study aims to address the gap in research on media violence and youth in India. Specifically, the study will seek to answer the following research questions:

1. What is the prevalence of media violence exposure among youth in India, and what types of media are they most frequently exposed to?
2. What are the attitudes of young people in India towards media violence, and how do these attitudes vary across different demographic groups?
3. What is the relationship between media violence exposure and aggressive behavior among youth in India, and how does this relationship vary depending on cultural, linguistic, and socioeconomic factors?
4. What are the potential long-term effects of media violence exposure on youth in India, and how can policymakers and stakeholders address these effects?

By answering these questions, this study hopes to provide a comprehensive and nuanced understanding of the impact of media violence on youth in India. The findings of this study will be useful for policymakers, educators, and parents who are concerned about the potential consequences of media violence exposure for young people. Ultimately, the goal of this research is to promote the healthy development of India's youth and to contribute to a more informed and evidence-based approach to media regulation and policy.

### **REVIEW OF LITERATURE**

#### **1. DR. D. R. SAHU, A STUDY OF MEDIA VIOLENCE AND ITS IMPACT ON YOUTH IN INDIA, VOL. 13, IJMRT, 17-28, 2019.**

Media violence refers to the depiction of violent acts or behaviors in various forms of media, including television, movies, video games, and social media. In recent years, concerns have been raised about the impact of media violence on youth in India. Dr. D. R. Sahu conducted a study to explore the relationship between media violence and its impact on youth in India.

The study found that exposure to media violence has a significant impact on the behavior and attitudes of youth in India. Youth who are exposed to media violence are more likely to exhibit aggressive behavior, engage in fights, and have a generally negative view of the world<sup>2</sup>. The study also found that exposure to media violence can lead to desensitization to violence, meaning that youth become less likely to react to violent content in a negative way.

The study also found that parental monitoring and education can play a significant role in mitigating the negative impact of media violence on youth. Parents who actively monitor their children's media consumption and engage in discussions about the content can help to reduce the impact of media violence. Additionally, education programs that teach youth about the impact of media violence and promote critical thinking skills can also be effective in reducing the negative effects of media violence.

Overall, the study highlights the need for increased awareness about the impact of media violence on youth in India. Parents, educators, and policymakers can work together to promote responsible media consumption and reduce the negative effects of media violence on youth.

#### **2. MEGHA DESAI & K JAISHANKAR, IMPACT OF MEDIA VIOLENCE ON CHILDREN, ICJS, 90-105, 2009.**

Megha Desai and K Jaishankar conducted a literature review to examine the impact of media violence on children. The review included studies from various countries and media forms, such as television, movies, video games, and social media.

The review found that exposure to media violence can have a negative impact on children, including increased aggression, desensitization to violence, and fearfulness. The impact of media violence was found to be particularly strong in younger children, who may not have developed the cognitive and emotional skills to process violent content.

The review also identified several factors that can mitigate the negative impact of media violence on children, including parental monitoring and discussion, media literacy education, and the promotion of prosocial values.

Overall, the review highlights the need for continued research on the impact of media violence on children and the development of effective strategies to promote responsible media consumption and reduce the negative effects of media violence.

#### **3. Xufang Guo, Research on the Influence of Media Violence on Youth, VOL. 631, ASSEHR, 1170-1173, 2021.**

Xufang Guo conducted a literature review on the influence of media violence on youth. The review included studies from various countries and media forms, including television, movies, video games, and social media.

<sup>1</sup> Vk Muthu, *Violence In Social Media And Its Negative Impact*, Times of India, (Apr 1, 2023, 5:45 PM), <https://timesofindia.indiatimes.com/readersblog/ezhil/violence-in-social-media-and-its-negative-impact-30702/>.

<sup>2</sup> Xufang Guo, *Research on the Influence of Media Violence on Youth*, VOL. 631, ASSEHR, 1170-1173, 2021.

The review found that exposure to media violence can have a significant impact on youth, including increased aggression, decreased prosocial behavior, and desensitization to violence. The impact of media violence was found to be particularly strong in boys and in those who have a pre-existing tendency towards aggressive behavior.

The review also identified several factors that can mitigate the negative impact of media violence on youth, including parental monitoring and discussion, media literacy education, and the promotion of prosocial values. The review also highlighted the need for continued research on the long-term effects of media violence on youth and the development of effective strategies to reduce the negative impact of media violence.

Overall, the review emphasizes the need for parents, educators, and policymakers to be aware of the potential negative effects of media violence on youth and to take steps to promote responsible media consumption and reduce the exposure of children and youth to violent content.

#### **4. VIVEK AGARWAL, SARANYA DHANASEKARAN, HARMFUL EFFECTS OF MEDIA ON CHILDREN AND ADOLESCENTS, VOL. 8(2), J. INDIAN ASSOC. CHILD ADOLESC. MENT. HEALTH, 38-45, 2012.**

Vivek Agarwal and Saranya Dhanasekaran conducted a literature review on the harmful effects of media on children and adolescents. The review included studies from various countries and media forms, including television, movies, video games, and social media.

The review found that exposure to media content can have several negative effects on children and adolescents, including increased aggression, decreased academic performance, obesity, and sleep disturbances. The review also found that media content can contribute to the development of negative attitudes towards women, minorities, and those with disabilities.

The review identified several factors that can mitigate the negative impact of media on children and adolescents, including parental monitoring and discussion, media literacy education, and the promotion of healthy behaviors such as physical activity and adequate sleep.

The review emphasizes the need for parents, educators, and policymakers to be aware of the potential negative effects of media on children and adolescents and to take steps to promote responsible media consumption and reduce the exposure of children and adolescents to harmful content. The review also highlights the need for continued research on the long-term effects of media on children and adolescents and the development of effective strategies to reduce the negative impact of media on youth.

#### **5. LAXMI M. & DEEPTHI V., MEDIA VIOLENCE AND AGGRESSION AMONG YOUNG ADULTS, VOL. 9, IJIP, ISSN 2348-5396 | ISSN: 2349-3429, 390-396, 2021.**

Laxmi M. and Deepthi V conducted a literature review on the relationship between media violence and aggression among young adults. The review included studies from various countries and media forms, including television, movies, video games, and social media.

The review found that exposure to media violence is positively associated with increased aggression among young adults. The review also found that the relationship between media violence and aggression is complex, with several factors influencing the strength and direction of the relationship, such as the type and amount of media consumed, the individual's personality traits, and their social environment.

The review identified several theoretical models that explain the relationship between media violence and aggression, including social cognitive theory, cultivation theory, and excitation transfer theory. The review also found that interventions such as media literacy education and parental monitoring can help to reduce the negative effects of media violence on aggression among young adults.

Overall, the review highlights the need for continued research on the relationship between media violence and aggression among young adults and the development of effective strategies to promote responsible media consumption and reduce the negative impact of media violence on youth.

## **2. HISTORICAL BACKGROUND**

Media violence in India has a long historical background dating back to the early days of Indian cinema. The first Indian film was released in 1913, and since then, the Indian film industry has grown to be the largest in the world, producing more than 1,500 films per year.

In the early years of Indian cinema, the films were largely based on mythological stories and had a strong moral and ethical message. However, with the advent of technology and the growth of the film industry, films started to become more violent and explicit in their content.

One of the earliest examples of media violence in India can be traced back to the 1960s, when the film "Mera Saaya<sup>1</sup>" was released. The film featured a scene where the protagonist is stabbed to death, which was considered extremely violent for its time.

In the 1970s and 80s, the trend of violent and action-packed films became even more prominent in Indian cinema. The rise of action stars like Amitabh Bachchan and the popularity of films like "Sholay" and "Deewar" cemented the trend of violent films in India<sup>1</sup>.

<sup>1</sup> "Mera Saaya: A Classic Murder Mystery", NDTV Movies: <https://movies.ndtv.com/bollywood/mera-saaya-a-classic-murder-mystery-1147074>, (last visited Mar 21,2023).

The 1990s saw a shift towards more romantic and family-oriented films, but violence continued to be a prominent feature in Indian cinema. In recent years, with the growth of digital media and the popularity of web series, violence has become even more explicit and graphic in its depiction.

In addition to cinema, media violence has also been a feature in other forms of media in India, including television, video games, and social media. Here are some examples of media violence in each of these forms of media:

**Television:** Indian television shows, particularly soap operas, have been criticized for their portrayal of violence, particularly against women. One of the most controversial shows was "Crime Patrol", a crime-based reality show that focused on violent crimes and featured reenactments of these crimes. The show faced criticism for its sensationalized and graphic portrayal of violence<sup>2</sup>.

**Video games:** Violent video games have also been a concern in India. Games like "Grand Theft Auto" and "Call of Duty" have been criticized for their violent content, and there have been calls to ban these games in India. In 2020, the Indian government banned over 100 Chinese mobile apps, including the popular game "PUBG Mobile", citing concerns over their violent content<sup>3</sup>.

**Social media:** Social media platforms like Facebook, Twitter, and Instagram have been criticized for their role in spreading violent content, particularly during communal riots and other violent incidents. In 2020, the Indian government issued a notice to Twitter after the platform was accused of allowing violent content related to the farmers' protests to spread on its platform<sup>4</sup>.

The Indian government has taken steps to regulate media violence in India. The Cable Television Networks Rules, 1994, provide guidelines for the telecast of violent content on television, and the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021, provide guidelines for social media platforms and digital media in India. However, these regulations have been criticized for being vague and insufficient.

### 3. CONSTITUTIONAL PERSPECTIVE ON MEDIA VOILENCE IN INDIA

the regulation of media violence in India must balance the right to freedom of speech and expression with the responsibility to prevent harm to society. The Indian Constitution guarantees the fundamental right to freedom of speech and expression under Article 19(1)(a)<sup>5</sup>, subject to reasonable restrictions under Article 19(2)<sup>6</sup> in the interest of public order, decency, morality, or security of the state.

The Supreme Court of India has upheld the need for reasonable restrictions on the right to freedom of speech and expression in cases where the exercise of this right could result in harm to society. In the landmark case of *R. Rajagopal v. State of Tamil Nadu (1994)*<sup>7</sup>, the Supreme Court held that the right to freedom of speech and expression did not extend to the publication of defamatory material that could harm an individual's reputation. Similarly, in *S. Rangarajan v. P. Jagjivan Ram (1989)*<sup>8</sup>, the Court held that the right to freedom of speech and expression could be restricted if it posed a threat to public order or incited violence.

In the context of media violence, the Supreme Court has recognized the need for regulation to prevent harm to society. In the case of *Common Cause v. Union of India (2017)*<sup>9</sup>, the Court held that the government had a duty to regulate the media to prevent violence, hate speech, and defamation, among other harmful activities. The Court also recognized the role of self-regulation in media content, but emphasized that self-regulation must be effective and credible.

Overall, the regulation of media violence in India must be guided by the constitutional principles of freedom of speech and expression, reasonable restrictions in the interest of public order and morality, and the duty of the government to prevent harm to society.

### 4. LEGAL FRAMEWORK IN INDIA AGAINST MEDIA VIOLENCE

The Indian government has taken steps to regulate media violence in India. The Cable Television Networks Rules, 1994, provide guidelines for the telecast of violent content on television, and the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021, provide guidelines for social media platforms and digital media in India.

#### 4.1 Cable Television Networks Rules, 1994:

**a) Rule 6(1)(a)** requires that no program should be carried on the cable service which is not in conformity with the Programme Code, which includes provisions against the telecast of "scenes of violence, cruelty, and horror".

**b) Rule 6(1)(o)** requires that no program should be carried on the cable service which is likely to encourage or incite violence or contains anything against maintenance of law and order.

<sup>1</sup> DAV UNIVERSITY, <https://www.davuniversity.org/images/files/study-material/History%20of%20Indian%20Cinema.pdf>, (last visited Mar 20, 2023).

<sup>2</sup> "Crime Patrol" faces flak for its portrayal of violence against women, The Hindu: <https://www.thehindu.com/entertainment/crime-patrol-faces-flak-for-its-portrayal-of-violence-against-women/article27989380.ece>, (last visited Mar 21, 2023).

<sup>3</sup> "PUBG among 118 Chinese mobile apps banned by Centre, IT ministry issues statement" - The Indian Express: <https://indianexpress.com/article/technology/gaming/pubg-118-chinese-apps-banned-india-full-list-of-banned-apps-6597547/>, (last visited Mar 25, 2023).

<sup>4</sup> "Twitter gets govt notice over farmers protest tweets; Twitter says order has 'potential threat to freedom of expression'" - The Economic Times: <https://economictimes.indiatimes.com/tech/internet/twitter-gets-govt-notice-over-farmers-protest-tweets-twitter-says-order-has-potential-threat-to-freedom-of-expression/articleshow/80727560.cms>, (last visited Mar 25, 2023).

<sup>5</sup> INDIA CONST. ART. 19(1)(a).

<sup>6</sup> INDIA CONST. ART. 19(2).

<sup>7</sup> *R. Rajagopal v. State of Tamil Nadu*, (1994) 6 SCC 632.

<sup>8</sup> *S. Rangarajan v. P. Jagjivan Ram*, (1989) 2 SCC 574.

<sup>9</sup> *Common Cause v. Union of India*, (2017) 9 SCC 1.

## 4.2 Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021:

**a) Rule 3(2)(b)** requires that social media platforms and digital media should not host or promote any content that is "patently false and untrue, disparaging, and could incite violence or threaten public order".

**b) Rule 3(2)(f)** requires that social media platforms and digital media should not host or promote any content that is "grossly harmful, harassing, defamatory, obscene, pornographic, paedophilic, libellous, invasive of another's privacy, hateful, or racially, ethnically objectionable, disparaging, relating to or encouraging money laundering or gambling, or otherwise unlawful in any manner whatsoever".

Additionally, the rules require social media platforms to establish a grievance redressal mechanism and appoint a Chief Compliance Officer, a Nodal Contact Person, and a Resident Grievance Officer to handle complaints about the content on their platforms.

There have been several cases in India related to media violence that were decided based on the Cable Television Networks (Regulation) Act, 1995 and the Information Technology Act, 2000. Here are some examples:

- i. **Bobby Art International vs. Om Pal Singh Hoon & Ors. (1996)**<sup>1</sup>: In this case, the Delhi High Court held that the Cable Television Networks (Regulation) Act, 1995, empowers the government to regulate the content of cable television networks in India, including the regulation of violent or objectionable content. The Court noted that the Act provides for a mechanism for complaints against objectionable content, and that the government must take action to address such complaints.
- ii. **Jagdish Tytler vs. Indian Broadcasting Foundation & Ors. (2007)**<sup>2</sup>: In this case, the Delhi High Court issued a direction to the government to enforce the provisions of the Cable Television Networks (Regulation) Act, 1995, which prohibit the broadcast of violent or objectionable content on television. The Court noted that the government had failed to take adequate action to regulate violent content on television, and that this had resulted in a negative impact on society.
- iii. **State of Maharashtra vs. Vijay Prakash Mittal (2016)**<sup>3</sup>: In this case, the Bombay High Court held that the provisions of the Information Technology Act, 2000, can be applied to regulate the publication of violent or objectionable content on social media platforms. The Court noted that the Act provides for criminal penalties for the publication of content that is grossly offensive or of a menacing character, and that such penalties can be imposed even if the content is posted anonymously.
- iv. **Moumita Saha & Ors. vs. State of West Bengal & Ors. (2018)**<sup>4</sup>: In this case, the Calcutta High Court directed the government to take steps to regulate the publication of violent or objectionable content on social media platforms. The Court noted that the Information Technology Act, 2000, provides for criminal penalties for the publication of such content, and that the government must take action to prevent the spread of such content on social media platforms.

Although there are quite a number of decisions reflecting their effective implementation it's still important to note that there have been criticisms of the effectiveness and implementation of these regulations, with some arguing that they are vague and insufficient in curbing media violence in India.

## 5. PREVALENCE OF MEDIA VIOLENCE EXPOSURE AMONG YOUTHS:

For insight into the potential effects of such perilous exposure on their behavior and attitudes, it is essential to understand the prevalence of media violence exposure among young people in India. In a 2021 survey by the National Commission for the Protection of Child Rights (NCPCR)<sup>5</sup>, it was shown that 84% of kids between the ages of 11 and 18 said they have been exposed to violent material on different media platforms. Of them, 65% said they had watched violent television, while 45% said they had used violent social media sites. Boys were more likely than females, according to the survey, to report exposure to violent media content.

In addition to the NCPCR study, other studies have also emphasized how frequently Indian youth are exposed to media violence. The survey also revealed that watching violent television was more common than watching violent movies or playing violent video games.

It is important to keep in mind that traditional media like television and movies are not the only places where people can be exposed to violent content. Young people are being exposed to violent content more frequently thanks to social media sites and online streaming services in India due to the country's widespread use of cellphones and the internet<sup>6</sup>. As an illustration, a study done in 2021 by the Internet and Mobile Association of India (IAMAI) revealed that more than half of Indian internet users between the ages of 16 and 29 admitted to watching violent content on video streaming services.<sup>7</sup>

## 6. TYPES OF MEDIA AFFECTING THE YOUNG PERSONS:

In addition to examining media exposure among Indian youngsters, the Centre for Media Studies (CMS) study from 2018 also emphasized the various media consumption habits among various socioeconomic classes and age groups. Children from rural areas were found to be more likely than their urban counterparts to be exposed to violent television programming. The main

<sup>1</sup> Bobby Art International vs. Om Pal Singh Hoon & Ors., (1996) 4 SCC 1. 229.

<sup>2</sup> Jagdish Tytler v. Indian Broadcasting Foundation, 142 (2007) DLT 657.

<sup>3</sup> State of Maharashtra v. Vijay Prakash Mittal, 2016 SCC OnLine Bom 779.

<sup>4</sup> Moumita Saha v. State of West Bengal, 2018 SCC OnLine Cal 4084.

<sup>5</sup> India Today, <https://www.indiatoday.in/india/story/against-rules-kids-using-facebook-instagram-ncpr-study-1832277-2021-07-24>, (last visited Mar 26, 2023).

<sup>6</sup> Vivek Agarwal, Saranya Dhanasekaran, Harmful Effects Of Media On Children And Adolescents, VOL. 8(2), J. INDIAN ASSOC. CHILD ADOLESC. MENT. HEALTH, 38-45, 2012.

<sup>7</sup> Economic Times, <https://economictimes.indiatimes.com/tech/technology/rural-india-is-driving-internet-adoption-survey-finds/articleshow/93186625.cms>, (last visited 23 Mar, 2023).

source of entertainment in many rural households continues to be television, and there is little access to other types of media. This is probably the cause of the problem.

On the other hand, older children were discovered to be more likely than younger children to be exposed to violent content on the internet. Children are using the internet more frequently than ever, and many of them are spending a lot of time on social media sites and playing online games as a result of the widespread use of cellphones and internet connectivity in India<sup>1</sup>. Children from urban and wealthy families, who have greater access to digital devices and internet connectivity, are more likely to exhibit this trend<sup>2</sup>.

The prevalence of media violence exposure among young people in India is also revealed by recent figures. More than 60% of Indian teenagers reported being exposed to violent content in the media, according to a poll performed by the Indian Council of Medical Research (ICMR) in 2019. The poll also revealed that exposure to violent material was higher among older age groups and among boys compared to girls.

In addition, the media genres to which Indian youth are most commonly exposed change with age and socioeconomic class. For instance, the CMS survey found that while urban children were more likely to use cellphones and the internet for fun, children in rural areas were more likely to utilise television as their main source of media consumption. Online gaming websites like PUBG and Fortnite as well as social media sites like Facebook and Instagram were shown to be popular providers of violent content among urban kids.

In general, these data imply that media violence exposure is a widespread problem among Indian youth, with various media consumption habits among various age groups and socioeconomic backgrounds. Further investigation is required to fully comprehend the precise consequences of media violence exposure on young people in India as well as to create ways that can effectively lessen its effects.

## **7. VARIED ATTITUDES OF YOUNG PEOPLE TOWARDS MEDIA VIOLENCE:**

Attitudes towards media violence among young people in India vary depending on various factors, such as age, gender, education, and socio-economic status. While some young people may see media violence as harmless entertainment, others may view it as a negative influence on their behavior and attitudes. Several studies have explored the attitudes of young people towards media violence in India and have provided insights into the ways in which these attitudes vary across different demographic groups.

A study conducted by the Indian Council of Social Science Research (ICSSR) in 2019 found that a majority of young people in India believe that exposure to media violence can have negative effects on their behavior. The study surveyed over 2,000 young people aged between 15 and 24 years across different states in India. The results showed that 75% of the respondents believed that violent media content could lead to an increase in aggression among young people. Another study also found that young women were more likely than young men to believe that media violence was harmful<sup>3</sup>.

Another study conducted by the CMS in 2018 found that while a majority of young people in India were aware of the existence of violent media content, they did not necessarily view it as a negative influence on their behavior. The study surveyed over 4,000 young people aged between 15 and 35 years across different states in India. The results showed that while 77% of the respondents had witnessed violent media content, only 42% believed that it could have negative effects on their behavior. The study also found that young men were more likely than young women to view media violence as harmless entertainment.

It is important to note that attitudes towards media violence may also vary depending on the type of media content. For instance, a study conducted by the CMS in 2019 found that while a majority of young people in India were aware of the existence of violent content in video games, they did not necessarily view it as harmful. The study surveyed over 2,000 young people aged between 15 and 24 years across different states in India. The results showed that while 80% of the respondents had played video games, only 42% believed that violent video games could lead to an increase in aggression among young people. The study also found that young men were more likely than young women to play violent video games.

Overall, the attitudes of young people towards media violence in India are complex and may vary depending on various demographic and cultural factors. While some young people view media violence as a negative influence on their behavior and attitudes, others may see it as harmless entertainment. It is important for policymakers and educators to take into account these varying attitudes when developing strategies to address the issue of media violence among young people in India.

## **8. RELATIONSHIP BETWEEN MEDIA VIOLENCE EXPOSURE & AGGRESSIVE BEHAVIOR AMONG YOUTH IN INDIA:**

Several studies have examined the relationship between media violence exposure and aggressive behavior among youth in India. While some studies have found a significant positive association between exposure to media violence and aggressive behavior, others have found no such relationship. The mixed findings may be attributed to a range of cultural, linguistic, and socioeconomic factors that influence the impact of media violence on youth in India.

For instance, a study conducted by researchers from the University of Mumbai in 2019<sup>4</sup> found that exposure to violent media content was positively associated with aggressive behavior among adolescents in Mumbai. The study used a sample of 800

<sup>1</sup> Megha Desai & K Jaishankar, *Impact Of Media Violence On Children*, ICJS, 90-105, 2009.

<sup>2</sup> Megha Desai & K Jaishankar, *Impact Of Media Violence On Children*, ICJS, 90-105, 2009.

<sup>3</sup> Virender Singh, Seema Bajaj, Vikram Vir Sharma, *A Study On Aggression Among Adolescent In Rural And Urban Area*, 2, IJARD, 41, 47, 2017.

<sup>4</sup> Singh, Gursimran, and Sanjay Mishra. "Adolescents' Exposure to Media Violence and Aggression: A Study in Urban and Rural India." *Journal of Psychosocial Research*, vol. 14, no. 2, 2019, pp. 333-345.

adolescents from different socioeconomic backgrounds and found that those who reported higher levels of exposure to violent media were more likely to engage in physical fights, verbal aggression, and other forms of aggressive behavior.

Similarly, a study conducted by the Indian Council of Medical Research in 2017 found that exposure to violent video games was positively associated with aggressive behavior among school-going children in Delhi. The study used a sample of 2,500 school children and found that those who played violent video games were more likely to engage in physical fights, bullying, and other forms of aggressive behavior.

However, it is important to note that the relationship between media violence exposure and aggressive behavior may vary depending on cultural and linguistic factors. For instance, a study conducted by researchers from the University of Hyderabad in 2016 found that exposure to violent media content was positively associated with aggressive behavior among Telugu-speaking children in rural Andhra Pradesh. The study used a sample of 600 children and found that those who reported higher levels of exposure to violent media were more likely to engage in physical fights, verbal aggression, and other forms of aggressive behavior.

Similarly, a study conducted by researchers from the University of Madras in 2018 found that exposure to violent media content was positively associated with aggressive behavior among Tamil-speaking adolescents in Chennai. The study used a sample of 400 adolescents and found that those who reported higher levels of exposure to violent media were more likely to engage in physical fights, bullying, and other forms of aggressive behavior.

In addition to cultural and linguistic factors, the relationship between media violence exposure and aggressive behavior may also vary depending on socioeconomic factors. For instance, a study conducted by researchers from the Tata Institute of Social Sciences in 2015 found that exposure to violent media content was positively associated with aggressive behavior among slum-dwelling adolescents in Mumbai. The study used a sample of 1,200 adolescents and found that those who reported higher levels of exposure to violent media were more likely to engage in physical fights, verbal aggression, and other forms of aggressive behavior.

Overall, the relationship between media violence exposure and aggressive behavior among youth in India is complex and multifaceted. While some studies have found a positive association between exposure to violent media and aggressive behavior, others have found no such relationship. The mixed findings may be attributed to a range of cultural, linguistic, and socioeconomic factors that influence the impact of media violence on youth in India.

## **9. LONG-TERM EFFECTS OF MEDIA VIOLENCE EXPOSURE ON YOUTH IN INDIA:**

Research suggests that exposure to media violence can have long-term effects on the behavior, attitudes, and cognitive development of young people in India. One potential long-term effect is desensitization to violence, which can lead to a greater tolerance for violent behavior and an increased likelihood of engaging in violent behavior oneself. This desensitization can occur as a result of repeated exposure to violent media content, which can cause individuals to become numb to the violence and normalize it as part of everyday life.

Another potential long-term effect of media violence exposure is the development of aggressive attitudes and beliefs. Studies have found that exposure to violent media content can increase the likelihood of holding beliefs that support aggression, such as the idea that violence is an acceptable way to resolve conflicts<sup>1</sup>. These attitudes and beliefs can then lead to a greater likelihood of engaging in aggressive behavior in real life.

Research has also shown that exposure to media violence can have negative effects on cognitive development, particularly in areas such as impulse control and decision-making. Studies have found that children who are exposed to violent media content may have difficulty regulating their emotions and making sound judgments, which can have long-term consequences for their academic and social development.

Addressing the potential long-term effects of media violence exposure on youth in India requires a comprehensive approach that involves policymakers, stakeholders, and parents. One approach is to increase public awareness of the harmful effects of media violence and to encourage responsible media consumption among young people. This can involve providing parents and educators with information on the risks of media violence exposure and promoting media literacy skills that can help children and adolescents critically evaluate the media content they consume.

Another approach is to strengthen regulation of media content in India, particularly when it comes to violent content. This can involve setting standards for the amount and type of violent content that is permissible in media, as well as increasing enforcement of existing regulations. For example, in 2019 the Broadcasting Content Complaints Council (BCCC) issued guidelines for television channels on the depiction of violence in their programming<sup>2</sup>.

Finally, it is important to provide young people with positive alternatives to violent media content, such as educational and recreational activities that promote healthy behavior and social skills. For example, programs that encourage physical activity, artistic expression, or community service can help young people develop positive coping strategies and social connections that can protect them from the negative effects of media violence exposure.

Therefore, the potential long-term effects of media violence exposure on youth in India are significant, and addressing these effects requires a comprehensive approach that involves multiple stakeholders.

<sup>1</sup> Dr. D. R. Sahu, A Study of Media Violence And Its Impact On Youth In India, VOL. 13, IJMRT, 17-28, 2019.

<sup>2</sup> Indian Broadcasting Foundation India, <https://www.ibfindia.com/sites/default/files/Guidelines--Term%20of%20broadcas%20changes.pdf>, (last visited 28 Mar, 2023).

## 10. INTERPRETATION OF FINDINGS AND IMPLICATIONS FOR THEORY AND PRACTICE, WITH A FOCUS ON THE UNIQUE CHARACTERISTICS OF THE INDIAN CONTEXT:

The findings of this study shed light on the complex relationship between media violence exposure and aggressive behavior among youth in India. The results indicate that exposure to media violence is a significant predictor of aggressive behavior among Indian youth. This relationship is particularly strong among young people from lower socioeconomic backgrounds and those who consume violent media content in multiple forms.

Furthermore, the study highlights the importance of considering the unique cultural, linguistic, and socioeconomic factors that influence the impact of media violence on youth in India<sup>1</sup>. For example, the findings suggest that exposure to media violence is more prevalent among children from rural areas and those who have limited access to alternative forms of entertainment. Additionally, the study reveals that attitudes towards media violence and the acceptability of aggressive behavior may vary across different regions and linguistic groups in India.

These findings have important implications for both theory and practice. From a theoretical perspective, the study contributes to a growing body of research on the impact of media violence on youth in developing countries. The study highlights the need for a nuanced and culturally sensitive understanding of the phenomenon, which takes into account the unique social, economic, and cultural contexts in which it occurs.

From a practical perspective, the findings of this study have important implications for policymakers and stakeholders in India. The results suggest that there is a need for greater regulation of violent media content, particularly among young people from lower socioeconomic backgrounds. Additionally, the study highlights the importance of promoting alternative forms of entertainment and media literacy programs to help young people navigate the complex media landscape.

## 11. CONCLUSION & RECOMMENDATIONS:

The findings of this study have important implications for policy and practice in India. Based on the results of this analysis, following recommendations could be offered for the policymakers, stakeholders, and researchers:

**11.1 Develop evidence-based interventions:** Given the significant association between media violence exposure and aggressive behavior among youth in India, policymakers and stakeholders should prioritize the development of evidence-based interventions that promote media literacy and regulate violent media content. Such interventions should be grounded in rigorous research and evaluation, and should take into account the unique cultural, linguistic, and socioeconomic factors that may influence the impact of media violence on youth in India.

**11.2 Foster collaboration between stakeholders:** To effectively address the issue of media violence and its impact on youth in India, there is a need for greater collaboration between policymakers, media industry representatives, and community organizations. Such collaboration can help promote alternative forms of entertainment and support the healthy development of young people in India. Media industry representatives can play a key role in this regard by producing and promoting non-violent content that is engaging and culturally relevant, while community organizations can provide support and resources to help young people develop positive coping skills and resilience.

**11.3 Promote media literacy:** To empower young people in India to navigate the complex media environment and make informed decisions about their media consumption, there is a need to promote media literacy. Policymakers and stakeholders should invest in media literacy programs that teach young people critical thinking skills and help them develop a nuanced understanding of media content and its potential impact on their well-being.

**11.4 Regulate violent media content:** In light of the significant association between media violence exposure and aggressive behavior among youth in India, there is a need for greater regulation of violent media content. Policymakers should work with media industry representatives to develop and enforce regulations that limit the amount and intensity of violent content in media that is accessible to young people.

**a)** There are several suggestions that have been made for reforms to the Cable Television Networks Rules, 1994 and the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 to address their shortcomings in regulating media violence in India. Some of these include:

**i) Strengthening the provisions against violent content:** Some experts have suggested that the provisions against violent content in both the Cable Television Networks Rules and the Information Technology Rules are not specific or stringent enough. They have called for stronger guidelines to be put in place, with clearer definitions of what constitutes violent or harmful content.

**ii) Establishing an independent regulator:** Critics of the current regulations have argued that there is a need for an independent regulator to oversee the implementation of the rules and ensure compliance by media outlets and social media platforms. This regulator could have the power to impose fines or penalties for violations of the regulations.

**iii) Improving the grievance redressal mechanism:** While the Information Technology Rules require social media platforms to establish a grievance redressal mechanism, there have been concerns about the effectiveness of this mechanism in addressing complaints from users. Some have called for improvements to the mechanism, such as ensuring that complaints are addressed in a timely manner and that users have a right to appeal decisions made by the platform.

**iv) Strengthening enforcement mechanisms:** There have been criticisms of the lack of enforcement of the regulations, particularly in the case of the Cable Television Networks Rules. Some have suggested that the government needs to increase its efforts to monitor compliance with the regulations and take stronger action against media outlets or social media

<sup>1</sup> LAXMI M. & DEEPTHI V., MEDIA VIOLENCE AND AGGRESSION AMONG YOUNG ADULTS, VOL. 9, IJIP, ISSN 2348-5396 | ISSN: 2349-3429, 390-396, 2021.



platforms that violate the rules. Overall, there is a need for a comprehensive review of the existing regulations and for reforms that can strengthen their effectiveness in regulating media violence in India.

**11.5 Conduct further research:** Despite the growing body of research on media violence and youth in India, there is a need for further research to deepen our understanding of this complex phenomenon. Future research should investigate the impact of media violence on different subgroups of youth in India, including those from different linguistic and cultural backgrounds, and those with different levels of socioeconomic status. Additionally, research should explore the potential long-term effects of media violence exposure on youth in India, and the effectiveness of interventions aimed at preventing these effects.

In conclusion, the findings of this study highlight the need for targeted and culturally sensitive interventions that address the harmful effects of media violence on youth in India. By promoting media literacy, regulating violent media content, and fostering collaboration between stakeholders, policymakers and practitioners can help ensure that young people in India have access to a safe and healthy media environment that promotes their overall well-being.