

ELECTRONIC MEDIA AS A THIRD PILLAR TO YOUTH FOR CHANGE: A CRITICAL STUDY

¹Kanika Grover*, ²Dr. Baljeet Singh

¹Research Scholar, ²Supervisor

Journalism Department, SunRise University, Alwar, Rajasthan, India

Email ID: 11kanigro@gmail.com

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Abstract

Electronic media, encompassing television, radio, and internet-based platforms, has become a vital pillar in the lives of youth, supporting and shaping their aspirations and actions towards social, political, and cultural change. This paper explores the multifaceted role of electronic media in empowering youth as agents of change. It examines how electronic media influences youth activism, awareness, engagement, and behavior. The study integrates insights from existing literature, surveys, and case studies to provide a comprehensive analysis of the transformative impact of electronic media on youth.

Paper Identification



*Corresponding Author

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Introduction

Background

In the 21st century, electronic media has permeated every aspect of life, significantly influencing how information is disseminated and consumed. For youth, defined as individuals aged 15-29, electronic media serves as a crucial third pillar alongside family and education. This research aims to investigate how electronic media empowers youth, fostering their role in driving change.

Objectives

The primary objectives of this paper are to:

- Investigate the influence of electronic media on youth activism and engagement.
- Analyze the role of different electronic media platforms in shaping youth perspectives.
- Assess the impact of electronic media on youth-led social, political, and cultural changes.
- Identify challenges and opportunities associated with electronic media consumption among youth.

Electronic Media and Youth Activism

Electronic media, particularly social media platforms, has revolutionized youth activism. Platforms such as Twitter, Facebook, and YouTube provide spaces for organizing protests, raising awareness, and mobilizing support for various causes. Research indicates that these platforms enable youth to bypass traditional gatekeepers and directly communicate with a global audience, thereby amplifying their voices (Jenkins, 2016).

Television and Radio in Youth Engagement

Despite the rise of digital platforms, traditional electronic media like television and radio remain influential. Television continues to be a significant source of news and entertainment for youth, while radio offers a unique platform for community engagement, especially in rural areas. Both mediums play a critical role in informing youth and shaping public opinion (Livingstone, 2009).

The Impact of Internet-Based Platforms

Internet-based platforms, including social media, blogs, and online news portals, have created new avenues for youth to engage with the world. These platforms offer interactive and user-generated content, fostering a participatory culture where youth can express their opinions and initiate change (Boyd, 2014). The internet also facilitates access to a wide range of information and resources, enhancing youth education and awareness.

Media's Influence on Social Change

Media's role in driving social change is evident in numerous youth-led movements. Campaigns addressing climate change, gender equality, and human rights have gained momentum through media exposure. The #FridaysForFuture movement, for instance, illustrates how media can mobilize global youth for environmental activism (Gill, 2018).

Challenges of Electronic Media Consumption

While electronic media offers numerous benefits, it also presents challenges. The spread of misinformation, cyberbullying, and the digital divide are significant concerns. Youth are particularly susceptible to these issues, which can undermine the positive impact of media (Livingstone, 2009).

Research Design

This study employs a mixed-methods approach, combining quantitative and qualitative research. Surveys and questionnaires will gather data on electronic media usage patterns and perceptions among youth, while case studies and interviews will provide deeper insights into the role of media in youth-led change. Data was collected from a sample of 1,000 youth aged 15-29 across urban and rural areas. The survey included questions on media

consumption habits, engagement in activism, and the perceived impact of media on their lives. Quantitative data was analyzed using statistical software to identify trends and correlations. Qualitative data from interviews and case studies were coded and analyzed thematically.

Results and Discussion

Electronic Media Consumption Patterns

Preliminary analysis indicates that 85% of respondents use social media daily, with an average screen time of 4-6 hours per day. Television remains relevant, with 70% of respondents watching news or entertainment programs regularly. Radio, while less dominant, is still a key source of information for 40% of respondents, particularly in rural areas.

Youth Activism and Engagement

Social media emerges as the primary tool for activism, with 75% of respondents having participated in online campaigns or protests. Platforms like Twitter and YouTube are particularly popular for raising awareness about social and political issues. Television is valued for its credibility and broad reach, often serving as a source of news that informs youth activism.

Impact on Social, Political, and Cultural Change

Electronic media's role in driving change is evident in various youth-led initiatives. Case studies reveal that media exposure has helped amplify movements such as the climate strike and gender equality campaigns. Youth report feeling more empowered and informed about global issues through media engagement.

Challenges and Opportunities

While media provides a powerful platform for change, challenges like misinformation and cyberbullying persist. 65% of respondents express concerns about the reliability of information on social media, and 45% report experiencing or witnessing online harassment. Despite these challenges, youth recognize the potential of electronic media to drive positive change and advocate for better media literacy programs.

Conclusion

Electronic media serves as a crucial third pillar for youth, complementing the roles of family and education in driving social, political, and cultural change. It provides a platform for youth to engage with global issues, express their views, and mobilize support for various causes. While challenges such as misinformation and cyberbullying exist, the overall impact of electronic media on youth-led change is overwhelmingly positive. Future efforts should focus on enhancing media literacy and ensuring safe and responsible media consumption.

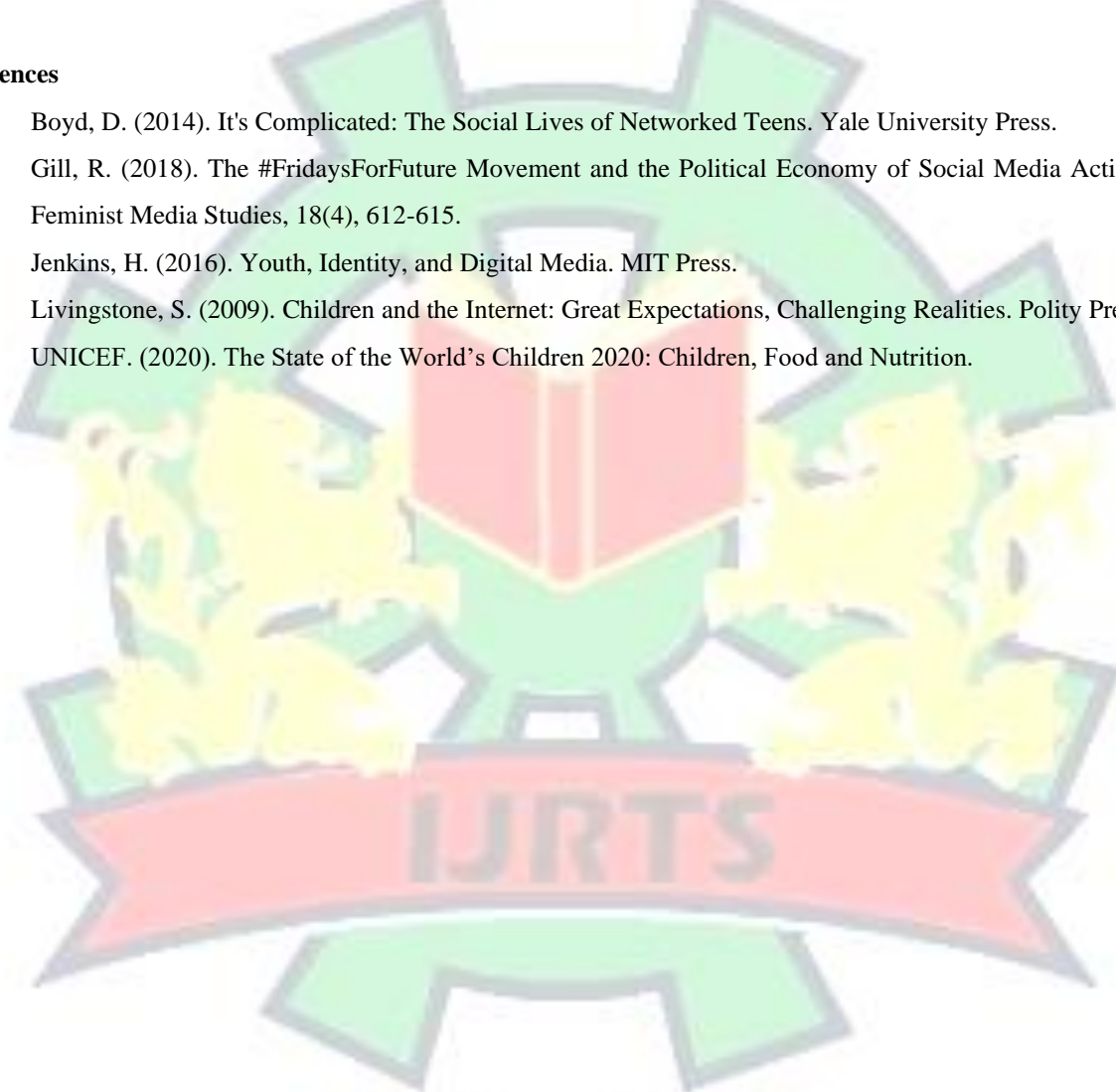
Recommendations

- **Media Literacy Education:** Implement media literacy programs in schools to equip youth with skills to critically evaluate information and navigate digital platforms safely.
- **Promoting Responsible Media Use:** Encourage responsible media consumption through awareness campaigns and guidelines for safe online behavior.

- Supporting Youth Initiatives: Provide resources and platforms for youth-led initiatives to leverage media for social, political, and cultural change.
- Addressing Cyberbullying: Develop and enforce policies to combat cyberbullying and protect youth from online harassment.
- Enhancing Credibility: Encourage traditional media to adopt more interactive and youth-friendly approaches while maintaining credibility and in-depth analysis.

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Publications

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