



THE INFLUENCE OF MEDIA VIOLENCE ON CHILDREN'S BEHAVIOR: AN ASSESSMENT OF ITS IMPACT ON AGGRESSION

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ABSTRACT

This research seeks to explore the complexities of parenting and defining "normal" child behaviour, focusing on the influence of age, developmental stage, and personality traits. It emphasizes the importance of understanding children's behaviours within the framework of child development and the need for caregivers to contextualize them within the framework of child development. Also, to examine the prevalence of media violence exposure among children and its potential implications for psychological well-being. For further research into the relationship between media violence exposure and severe acts of violence, particularly in the context of child health in India. It emphasizes the importance of conducting rigorous studies to understand individual's media viewing habits and develop strategies to promote well-being through media engagement. The study concludes by emphasizing the need for continued investigation into the relationship between media violence exposure and severe acts of violence, particularly in the Indian context.

Keywords: *Violent media, Children, Psychological well-being, Cultural differences, Media engagement strategies, Well-being promotion*

INTRODUCTION

Parenting is an intricate voyage characterized by the ongoing preoccupation with the behavioral tendencies of children. Assessing whether a child's conduct is considered normal may be challenging, mainly since there are several elements that impact their activities. Smith (2020) highlights that children exhibit intrinsic diversity in their behavioral expressions due to differences in age, developmental stage, and personality characteristics. Hence, brothers who are brought up in identical surroundings might have very divergent behaviors. The concept of defining "normal" conduct is fundamentally subjective and contingent on the circumstances in which it occurs (Johnson & Brown, 2019). For example, one youngster may have extroverted and vivacious inclinations, whereas another may go towards introversion and reticence. These disparities do not automatically indicate abnormality but rather demonstrate the distinct temperament of each kid. Moreover, certain actions, such as outbursts of anger, are seen as normal stages of growth (Smith, 2020). These outbursts are common in toddlers, often known as the "Terrible Twos," but other children may experience them at somewhat varying ages.

It is crucial to acknowledge that children's behavioral manifestations are often shaped by their restricted communication abilities (Jones, 2018). Tantrums often arise from frustration rather than true hostility.



According to Jones (2018), young toddlers may use physical aggression or display emotional outbursts as a way to communicate their frustration when they struggle to convey their wants and needs. Therefore, it is essential for caregivers to analyze and understand these behaviors in relation to the whole framework of child development and communication capacities. However, the range of differences in children's actions highlights the intricate nature of parenting and emphasizes the need of embracing a sophisticated understanding of what defines typical. By taking into account variables like as age, developmental stage, and communication skills, caregivers may better understand and manage the complexities of kid behavior, creating settings that promote healthy growth and development.

Objectives

1. To explore the intrinsic diversity in children's behavioral expressions, considering factors such as age, developmental stage, and personality characteristics.
2. To highlight the prevalence of certain behavioral milestones, such as tantrums, and their variations across different developmental stages.

LITERATURE REVIEW

Aggressive Behaviour

Understanding children's behavior requires distinguishing between typical developmental phases and potential issues. Impulsive acts often lead to aggressive behavior in young children, rather than indicating a larger problem. Berk and Meyers (2015) emphasize the importance of considering the circumstances surrounding a child's behavior, as behaviors like hitting may stem from protecting belongings or managing social situations. Steinberg (2014) highlights that preadolescents and teenagers may display aggressiveness to cope with puberty's difficult changes. Understanding and resolving violent conduct in young individuals is complex and requires careful consideration.

Disruptive Behavior

Research in developmental psychology supports the idea that children's disruptive behaviors, such as tantrums, disagreements, defiance towards authority figures, and bullying, may indicate behavioral issues. Studies by Achenbach and Edelbrock (1978) have identified certain patterns of disruptive behavior. The impact of mass media on children's behavior is also supported by media psychology studies. Anderson and Bushman (2001) found a positive association between violent media consumption and increased hostility in children and adolescents. The increasing prevalence of violence in contemporary society is supported by studies on juvenile violence, which include factors like poverty, familial dysfunction, and community violence exposure. Integrating these sources can enhance the credibility of these assertions on disruptive behaviors, mass media impact, and violence in contemporary society.

Television

Over the past 30 years, extensive research has shown a correlation between television violence and



aggressive behavior among young children. The prevalence of televised violence and the ubiquity of television in American homes have steadily increased over time. The United States is the foremost consumer of television content, with 96% of households having at least one set in 1973. Over 50% of children own a television set in their beds, providing them with a larger chance to watch shows without adult supervision. Research indicates that children spend an average of 28 hours a week watching television, which exceeds the amount they dedicate to attending school. During the 1990s, there was a 70% rise in the amount of time children between the ages of 6 and 18 spent watching television daily. The mean duration of television watching for primary school kids is 25 hours per week. An average American youngster would see almost 200,000 instances of violence, including more than 16,000 homicides, before reaching the age of 18. Television broadcasts exhibit 812 instances of violence each hour, while children's programming, especially cartoons, showcases up to 20 violent actions per hour. An association between television watching and suicidal conduct has also been shown in India. Both the extent of exposure to material and the amount spent on screens by children and adolescents have separate negative relationships with their academic performance.

ANALYSIS

The research highlights the negative effects of repeated exposure to violent media on college students, revealing that viewing films depicting violent sexual actions can diminish their perception of rape severity. Even short exposure to violent programs can decrease empathy towards victims of violence and fear towards real-life violence, particularly in youngsters. The paper emphasizes the need for limiting access to violent media, encouraging parental supervision, and providing education on media violence risks. It suggests that co-viewing activities with disapproving adults can significantly reduce children's violent attitudes and actions. Parental

involvement in children's media consumption patterns is also crucial. The American Academy of Pediatrics recommends restricting media consumption time, prohibiting children under two from watching television, and encouraging open conversations about exposure. The Indian Academy of Pediatrics should also implement similar recommendations. Proactive steps like parental mediation and education can help reduce the adverse impact of media violence on children's behavior and development.

Conclusion

The research highlights the prevalence of media violence exposure among children and its potential negative effects on their psychological well-being. It emphasizes the need for further longitudinal research with larger sample sizes to determine the extent of the relationship between early media violence exposure and severe acts of violence. Additionally, the paper acknowledges the lack of research on the impact of media on child health in India and calls for more comprehensive and substantiated data in this area. It also recognizes the international evidence on the influence of media in instigating violence in youngsters, although it notes that cultural differences may exist. The paper emphasizes the importance of conducting rigorous, controlled studies to understand individuals' viewing habits and develop strategies to enhance their media engagement. Ultimately, the paper suggests prioritizing a media-based approach to guide young people towards activities that promote their well-being.



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