Impact of Media on Youth in Pakistan

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Abstract - Our study is about impact of media on youth in Pakistan. Media has a great impact on one's life. News channel provide the viewers an image of our country where it stands. It can lead a person towards right direction and can also lead a person towards wrong direction as well. It can give us more opportunities as well. It has direct impact on our paradigms. Media creates more complications in relations. It tells us about the current trends and fashions and also helps us in personal grooming. Our youth become liberal due to adaptation of fashion. Last but not the least we discussed music, which creates new pathways in the brain. It gives the peace of mind, relaxation and escapism. Media is a strong power and can b beneficial as well as harmful. We have collected information related to our study from different means and had drawn a conclusion.

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Impact of Media on Youth in Pakistan

Amir Razi[α], Iqra Faheem[σ] & Syed Atif ALi[ρ]

Abstract - Our study is about impact of media on youth in Pakistan. Media has a great impact on one's life. News channel provide the viewers an image of our country where it stands. It can lead a person towards right direction and can also lead a person towards wrong direction as well. It can give us more opportunities as well. It has direct impact on our paradigms. Media creates more complications in relations. It tells us about the current trends and fashions and also helps us in personal grooming. Our youth become liberal due to adaptation of fashion. Last but not the least we discussed music, which creates new pathways in the brain. It gives the peace of mind, relaxation and escapism. Media is a strong power and can b beneficial as well as harmful. We have collected information related to our study from different means and had drawn a conclusion.

I. Introduction

Media has the greatest impact on the young generation more that the family or the school has. The means of media which influence the young generation are television, radio, internet, newspapers, magazines, books, broadcasting and text publishers. Nowadays the Medias have a big impact on our lives, and they allowed us to get different types of information's. There are different kinds of media, such as the newspapers, internet, television, radio and magazines; therefore, they play several roles in the daily life, like informing people of what is happening either locally or internationally. Also, advertising for goods and services to attract public attention. In addition, the media takes part in entertainment too.

Firstly the medias sometimes can have the power to publish the news or not. Which means the medias have the control of letting people knows about something or not; On the one hand, when a natural disaster happen somewhere, the media have the mission to cover the event, and they try to answer these questions: what, where and when it happened; Therefore, they broadcast live reports to show who are the survivors. And what has been done by the local or the international authorities to rescue them; On the other hand, in some countries the medias have the power to hide the information to the public, even if something really bad happened they will not release any news or image about it, and they will never let the public know about anything, because they are controlled by the government.

Secondly the media use various methods of advertisement to attract the public attention about a product. Which helps the companies to get more costumers and money; therefore, they get stronger and bigger parts in the market; however there are several types of media that provide different kind of advertisement and contribute in the spreading of the information by using a variety of ways like the newspapers, television, radio and internet. For instance there always special pages at the end of the newspapers and magazines for advertisement, the same thing for television and radio but have advertisement spots instead of special pages, but in contrast of the television and the radio, internet.

All these manipulate teenagers in what concerns culture, politics, social life, religion, fashion, education and other interests. Almost each teenager has a TV in his room and he may stay stuck for hours in front of it to watch a show, a movie or to find out some interesting information on a discovery channel. Then, the internet has become much more important than the TV because it offers a range of facts on different areas of interest. Now teenagers prefer to download a movie from the internet and watch it at home instead of going to the cinema as it is much more comfortable and, at the same time, cheaper. Moreover, through e-mails they can communicate with teenagers in other countries and find other ways of thinking and behaving in society. Girls, buy all types of magazines so find out some spicy facts about famous people and stars, while boys prefer magazines about cars or technology.

Anyway, in what concerns newspapers young people almost don't buy them, as they prefer to read them on the internet and the same happens with books, too. Teenagers find out about fashion from the internet and they like to navigate on the internet to see which trends have appeared lately. They can also read about sports, music, politics and culture. On the other hand, advertisements and propaganda play a special role as they can influence young people to buy different things or to follow certain behaviors.

Apart from this, mass-media represents an essential source of enrichment and education for the young generation as they receive informal education from a variety of sources, from books to internet. Mass-media also means entertainment, through music, sports, acting, video and computer games activities that help young people to escape routine and enjoy themselves.

Still, media does not always inform and manipulate teenagers on a positive way, because it also

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represents a source of violence through movies or news. And there seems to be no radical ways of how to diminish this state, for the moment.

II. Objectives

1. What are the disadvantages of media for young generation?
2. What are the advantages of media for young generation?
3. Do media plays an important role in shaping the thinking of youngsters?

a) Randomly asked questions

1. Kids shouldn't watch much TV, for 2 reasons. One is that they get exposed to commercial influences by watching all the adverts, so they think it's OK to eat fast food. The other reason is that kids should be out doing active things like sport and hobbies or acquiring new intellectual or creative skills - they shouldn't be home in front of the TV because they will get stupid and boring.

There are many disadvantages of TV media for the young generations. The major ones are:

- The advertisements - 100% of the advertisements are made on some illusive subjects, patterns and presentations that take the young children away from the reality in the feelings of fantasy what they like but those things move into their head for long time and kill their time and energy for their studies and other productive activities in that age.

- Most of the news and information are manipulated (hiding or profiling low some features and highlighting some other features) and presented in such a way that the viewers become biased from the real facts to the vision of the concerned TV Center owners. This is very harmful for the young generation not only by knowing and trusting the biased news but also with some mistaken ideas in their sense.

- Serials (dramas and programs) are the most harmful things for the youngsters. These serials are made in such a way that each episode is ended up with high pick suspense to be shown in next episode. This suspense keeps the heads of the youngsters busy of thinking and pondering 'what may happen next?'. So, they leave all their works and studies to sit down in front of the TV during that time and this sequence goes on.

- What to do for this? We can't change the culture of the Medias of the whole the world. What we can do is to make a good communication with our young children and make them understand the whole things. This is not an easy thing but we would have to continue our efforts so that they realize the real things and learn to think the whole things.

2. Good pints are
✓ Entertainment
✓ Way to move around (workout shows are on)
✓ Keep up on what is happening in the world
✓ Valuable and important information
✓ Knowledge in current events
✓ Makes the young generation involves

3. Media plays a very important role in our everyday lives and has a very strong influence in the molding of youth. Media also has a strong influence on molding the Youth as a social category. Examples of media are newspapers, television, radio, internet and magazines. The youths always feel like being as fashionable as their favorite film actors or actress. They often feel like copying the hairstyle that their favorite television actor and sports person has. I am sure some of the girls among us have often made attempts to walk like some famous ramp models. I am sure some of us guys have always wanted to wear what some of the top icons of the industry do! And now, if someone says the media does not influence the youth, it's totally wrong.

Media influences us and plays a very important role in the formation of what we are today. According to a study conducted by the RAND Corporation, teenagers are twice as likely to participate in sexual activities if they watch or read about similar sexual behavior in the media.

A survey study, compiled by Teen People magazine, demonstrated that 27 per cent of the girls felt pressurized by the media to have a perfect body, with 69 per cent of the girls basing their idea of the perfect body on models featured in magazines. The Centre on Media and Child Health published a study revealing that media plays an integral role in adolescent development. Some aggressive and violent behavior was demonstrated after excessive television viewing.

III. Literature Review

The literature on the effect of exposure to media violence (including exposure to violent pornography) on aggressive behavior is critically reviewed. Evidence and theoretical arguments regarding short-term and long-term effects are discussed. I conclude that exposure to television violence probably does have a small effect on violent behavior for some viewers, possibly because the media directs viewer's attention to novel forms of violent behavior that they would not otherwise consider (Felson, 1996)

This article considers the role of three forms of print media in the development of radical Islamic political ideology and organization in Afghanistan. Through an examination of newspapers, pamphlets, and magazines, the article considers the way in which textual

forms have supplemented ideological content in helping to produce Islamic political militancy and authoritarian political parties in the Afghan context. [Afghanistan, Islam, media, political parties, discourse] (Edwards, 1995)

This article considers the place of news media-particularly television news-in young people's political socialization. Following a brief sketch of debates about young people's apparent indifference to politics and to news media, it provides a critical review of previous research n this field. It argues that researchers have often operated with a functionalist notion of socialization and an unduly narrow conception of political understanding (Buckingham, 1999)

We propose that consumers' relationships to no advertising forms of mass media are an essential aspect of the perceived meanings they derive from advertisements. After presenting a multidisciplinary theoretical frame-work, we discuss the results of an in-depth grounded theory investigation that identifies three key interpretive relationships between consumers and mass media vehicles (Thompson, 1997)

Recent innovations in organizational forms, such as delivered management, empowered workers, teleport, and ad hoc work groups, have created a need to ensure that communication between dispersed knowledge workers can be supported. The movement toward a less cohesive workplace suggests a need to deploy computer-based media, but it is not clear which media should be deployed and under what circumstances. Addressing such significant issues must begin with insights into why knowledge workers choose particular media for particular tasks in the first place (Karahanna, 1998)

This paper examines how journalists and graphic artists in the national print media used statistical results from annual surveys of student drug use to construct quantified claims about a cocaine epidemic and other drug problems in 1986 and in subsequent years. Editorial and creative decisions entailed in transforming modest yearly changes in time-series data into a dramatic graphic image of "a coke plague" early in 1986 are reconstructed (Turner, 1993)

Relations between the media and military affairs, or the media and the security field, have been dramatically altered since 1973 and even more so since the early 1990s. Media outlets have transformed from subservient and deferential into a confrontational model, and the military ceased to be a "sacred cow" (Peri, 2007)

United States mass media are probably the world's greatest, and in excellent health, more mature and more responsible today than fifty years ago. But they are not good enough because:

1. People do not believe what they read;
2. The media do not have enough or the right kind of information;
3. Editors need more power; and

4. There are large gaps in knowledge of the impact that the media have on the audiences (Fontaine, 1967).

In this article, we explain how intermodal concepts and practices may assist literacy educators and their students. We first define intermodal, then offer rationales for teaching critical media literacy in general, and intermodal instruction in particular (Ann Watts Pailliotet, 2000)

IV. METHODOLOGY

This report deals with the methodological strategy under which the research has been carried out. "Methodology is a set or system of methods, principles, and rules for regulating a given discipline, as in the art or sciences." All the steps taken from the beginning to the end of the research work are technically known as methodology or research procedure. Following are the steps that have been adopted in conducting this research.

a) Sample

A total of 100 samples were selected from Lahore population.

b) Method of Sampling

Stratified sampling was used in this study. "A sample of size 'n' is defined to be a simple random sample.

c) Technique of data collection

We went to the different institutions where we ask questions to various students and gather data by questionnaire.

d) Questionnaire

The Questionnaire used in the survey was in English. Question format include closed ended questions depending on liker scale with strongly disagree, disagree, neutral, agree, strongly agree. Questionnaire comprised of ten parts. Part one was regarding **"demographics"** such as name, gander, education, profession, marital status, income. Second part was regarding the **"news and channels"**. Third section of the questionnaire was regarding the way of **"communication"**. Forth section of the questionnaire was regarding to **"personal life"**. Fifth section is about **"health"**. Sixth part is about the **"studies"**. Seventh part is about **"norms and values"**. Eighth part is about **"relations"**. Ninth part is about **"lifestyle"**. Tenth part is regarding to **"music"**.

e) Limitation

We do not have enough resources and we have shortage of time due to which we only collect analysis from the city of Lahore Pakistan.

V. Results

Table 1 : Distribution of Gender

	Frequency	Percent	Total
Female	45	45.0	45.0
Male	55	55.0	100.0
Total	100	100.0	

We collected data and we get data from 45 females and 55 males.

Table 2 : Distribution of Age

	Frequency	Percent	Total
15-20	32	32.0	32.0
21-25	64	64.0	96.0
26-30	2	2.0	98.0
30 and above	2	2.0	100.0
Total	100	100.0	

According to age 15-20 were 32 people, 21-25 were 64 people, and 26-30 were 2 people and 30 or above were 2 people.

Table 3 : Distribution of Marital Status

	Frequency	Percent	Total
Single	90	90.0	90.0
Married	5	5.0	95.0
Others	5	5.0	100.0
Total	100	100.0	

According to marital status single were 90, married were 5 and others were 5.

Table 4 : Distribution of Qualification

	Frequency	Percent	Total
Intermediate	22	22.0	22.0
Graduate	64	64.0	86.0
Post graduate	8	8.0	96.0
Others	6	6.0	100.0
	100	100.0	

According to qualification, intermediate were 22, graduate were 64, postgraduate were 8 and others were 6.

Table 5 : Distribution of Occupation

	Frequency	Percent	Total
Student	89	89.0	89.0
Businessman	5	5.0	94.0
Employee	3	3.0	97.0
Others	3	3.0	100.0
	100	100.0	

According to occupation, students were 89, businessmen were 5, employees were 3 and others were also 3.

Table 6 : Distribution of News and Channels

Questions	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
Media is providing the viewers an image of our country where it stands	13	13.0	11	11.0	23	23.0	34	34.0	19	19.0	100	100.0
Sometimes media flash news which doesn't have any concern with reality	7	7.0	15	15.0	24	24.0	29	29.0	25	25.0	100	100.0
Media gives huge importance to those news which sometimes are not of such importance	6	6.0	9	9.0	26	26.0	33	33.0	26	26.0	100	100.0
Sometimes media flashes news which affects the person's respect, e.g. rape news, which destroys girls life only by flashing it	8	8.0	9	9.0	11	11.0	28	28.0	44	44.0	100	100.0
Because of media world is globalized	5	5.0	8	8.0	14	14.0	34	34.0	39	39.0	100	100.0

As we distribute our data according to news and channels. In 1st question 13 people are strongly disagree, 11 people are disagree, 23 are neutral, 34 are agree and 19 are strongly agree.

In 2nd question 7 people are strongly disagree, 15 people are disagree, 24 are neutral, 29 are agree and 25 are strongly agree. In 3rd question 6 people are strongly disagree, 9 people are disagree, 26 are neutral, 33 are agree and 26 are strongly agree. In 4th question 8 people are strongly disagree, 9 people are disagree, 11 people are neutral, 28 are agree and 44 are strongly agree.In 5th question 5 people are strongly disagree, 8 people are disagree, 14 people are neutral, 34 people are agree and 39 people are strongly agree.

Table 7 : Distribution of Ways of Communication

Questions	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
Media is the best way of communication	7	7.0	5	5.0	21	21.0	30	30.0	37	37.0	100	100.0
Media tells us about the new ways of communication	5	5.0	7	7.0	20	20.0	49	49.0	19	19.0	100	100.0
Media makes communication very easy	3	3.0	10	10.0	22	22.0	41	41.0	24	24.0	100	100.0
By media we have more job opportunities	9	9.0	11	11.0	24	24.0	37	37.0	19	19.0	100	100.0
Media is the source of country's progress	4	4.0	13	13.0	23	23.0	32	32.0	28	28.0	100	100.0

As we distribute our data according to ways of communication. In 1st question 7 people are strongly disagree, 5 people are disagree, 21 people are neutral, 30 people are agree and 37 people are strongly agree. In 2nd question 5 people are strongly disagree, 7 people are disagree, 20 people are neutral, 49 people are agree and 19 people are strongly agree. In 3rd question 3 people are strongly disagree, 10 people are disagree, 22 people are neutral, 41 people are agree and 24 people are strongly agree. In 4th question 9 people are strongly disagree, 11 people are disagree, 24 people are neutral, 37 people are agree and 19 people are strongly agree. In 5th question 4 people are strongly disagree, 13 people are disagree, 23 people are neutral, 32 people are agree and 28 people are strongly agree.

Table 8 : Distribution of Personal Life

Questions	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
Media affects our personal life	12	12.0	7	7.0	19	19.0	29	29.0	33	23.0	100	100.0
We cannot give proper time to their family while using media like: cell phone, internet etc.	4	4.0	12	12.0	24	24.0	28	28.0	32	32.0	100	100.0
Media is the wastage of time	8	8.0	15	15.0	43	43.0	20	20.0	14	14.0	100	100.0
Media has the power to make youth good or bad	7	7.0	1	1.0	27	27.0	28	28.0	37	37.0	100	100.0
Media teaches us the value of life	6	6.0	10	10.0	42	42.0	25	25.0	17	17.0	100	100.0
We are motivated through media	6	6.0	9	9.0	30	30.0	35	35.0	20	20.0	100	100.0

As we distribute our data according to personal life. In 1st question 12 people are strongly disagree, 7 people are disagree, 19 people are neutral, 29 people are agree and 33 people are strongly agree. In 2nd question 4 people are strongly disagree, 12 people are disagree, 24 people are neutral, 28 people are agree and 32 people are strongly agree. In 3rd question 8 people are strongly disagree, 15 people are disagree, 43 people are neutral, 20 people are agree and 14 people are strongly agree. In 4th question 7 people are strongly disagree, 1 people are disagree, 27 people are neutral, 28 people are agree and 37 people are strongly agree. In 5th question 6 people are strongly disagree, 10 people are disagree, 42 people are neutral, 25 people are agree and 17 people are strongly agree. In 6th question 6 people are strongly disagree, 9 people are disagree, 30 people are neutral, 35 people are agree and 20 people are strongly agree.

Table 9 : Distribution of Health

Questions	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
Media affects our health	7	7.0	9	9.0	29	29.0	32	32.0	23	23.0	100	100.0
Media can create mental disturbance	4	4.0	5	5.0	18	18.0	36	36.0	37	37.0	100	100.0

As we distribute our data according to health. In 1st question 7 people are strongly disagree, 9 people are disagree, 29 people are neutral, 32 people are agree and 23 people are strongly agree. In 2nd question 4 people are strongly disagree, 5 people are disagree, 18 people are neutral, 36 people are agree and 37 people are strongly agree.

Table 10 : Distribution of Studies

Questions	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
Media affects our studies	7	7.0	8	8.0	20	20.0	32	32.0	33	33.0	100	100.0
We can give proper time to studies while using media like: cell phone, internet etc.	15	15.0	22	22.0	19	19.0	25	25.0	19	19.0	100	100.0
Media gives help or benefits in the study and work	7	7.0	11	11.0	32	32.0	33	33.0	17	17.0	100	100.0
Youth can maintain a level between their studies and extra-curricular activities while using media	9	9.0	16	16.0	29	29.0	32	32.0	14	14.0	100	100.0

As we distribute our data according to studies. In 1st question 7 people are strongly disagree, 8 people are disagree, 20 people are neutral, 32 people are agree and 33 people are strongly agree. In 2nd question 15 people are strongly disagree, 22 people are disagree, 19 people are neutral, 25 people are agree and 19 people are strongly agree. In 3rd question 7 people are strongly disagree, 11 people are disagree, 32 people are neutral, 33 people are agree and 17 people are strongly agree. In 4th question 9 people are strongly disagree, 16 people are disagree, 29 people are neutral, 32 people are agree and 14 people are strongly agree.

Table 11 : Distribution of Norms and Values

Questions	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
Media has a direct impact on paradigms	8	8.0	5	5.0	35	35.0	36	36.0	16	16.0	100	100.0
Media has taken away from religion	7	7.0	8	8.0	27	27.0	42	42.0	16	16.0	100	100.0
Media is the cause of discrimination in society	4	4.0	13	13.0	24	24.0	33	33.0	26	26.0	100	100.0

As we distribute our data according to norms and values. In 1st question 8 people are strongly disagree, 5 people are disagree, 35 people are neutral, 36 people are agree and 16 people are strongly agree. In 2nd question 7 people are strongly disagree, 8 people are disagree, 27 people are neutral, 42 people are agree and 16 people are strongly agree. In 3rd question 4 people are strongly disagree, 13 people are disagree, 24 people are neutral, 33 people are agree and 26 people are strongly agree.

Table 12 : Distribution of Relations

Questions	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
Media keeps a person away from friends	13	13.0	19	19.0	36	36.0	18	18.0	14	14.0	100	100.0
Media creates more complications in relations	5	5.0	16	16.0	27	27.0	38	38.0	14	14.0	100	100.0
With the help of media like: cell phone, internet etc. we has become more close to the relations	4	4.0	14	14.0	28	28.0	27	27.0	27	27.0	100	100.0

As we distribute our data according to relations. In 1st question 13 people are strongly disagree, 19 people are disagree, 36 people are neutral, 18 people are agree and 14 people are strongly agree. In 2nd question 5 people are strongly disagree, 16 people are disagree, 27 people are neutral, 38 people are agree and 14 people are strongly agree. In 3rd question 4 people are strongly disagree, 14 people are disagree, 28 people are neutral, 27 people are agree and 27 people are strongly agree.

Table 13 : Distribution of Lifestyle

Questions	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
Music is all about love and relationship	13	13.0	13	13.0	36	36.0	21	21.0	17	17.0	100	100.0
Music can be made for all aspects of life	4	4.0	13	13.0	28	28.0	35	35.0	20	20.0	100	100.0
Real music spread the awareness of what is happening in and around the society	6	6.0	21	21.0	27	27.0	30	30.0	16	16.0	100	100.0
Music has changed the ideas	6	6.0	14	14.0	28	28.0	32	32.0	20	20.0	100	100.0
Real music gives us the peace of mind	5	5.0	8	8.0	23	23.0	40	40.0	24	24.0	100	100.0
People listen to music for a number of different reasons. Many seeking inner peace, relaxation and escapism	5	5.0	11	11.0	24	24.0	36	36.0	24	24.0	100	100.0
Musical training creates new pathways in the brain	6	6.0	15	15.0	21	21.0	32	32.0	26	26.0	100	100.0

As we distribute our data according to lifestyle. In 1st question 8 people are strongly disagree, 2 people are disagree, 20 people are neutral, 32 people are agree and 38 people are strongly agree. In 2nd question 2 people are strongly disagree, 10 people are disagree, 13 people are neutral, 42 people are agree and 33 people are strongly agree. In 3rd question 3 people are strongly disagree, 12 people are disagree, 28 people are neutral, 41 people are agree and 16 people are strongly agree. In 4th question 3 people are strongly disagree, 6 people are disagree, 21 people are neutral, 48 people are agree and 22 people are strongly agree. In 5th question 4 people are strongly disagree, 12 people are disagree, 19 people are neutral, 46 people are agree and 19 people are strongly agree. In 6th question 6 people are strongly disagree, 13 people are disagree, 20 people are neutral, 40 people are agree and 21 people are strongly agree.

Table 14 : Distribution of Music

Questions	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
Music is all about love and relationship	13	13.0	13	13.0	36	36.0	21	21.0	17	17.0	100	100.0
Music can be made for all aspects of life	4	4.0	13	13.0	28	28.0	35	35.0	20	20.0	100	100.0
Real music spread the awareness of what is happening in and around the society	6	6.0	21	21.0	27	27.0	30	30.0	16	16.0	100	100.0
Music has changed the ideas	6	6.0	14	14.0	28	28.0	32	32.0	20	20.0	100	100.0
Real music gives us the peace of mind	5	5.0	8	8.0	23	23.0	40	40.0	24	24.0	100	100.0
People listen to music for a number of different reasons. Many seeking inner peace, relaxation and escapism	5	5.0	11	11.0	24	24.0	36	36.0	24	24.0	100	100.0
Musical training creates new pathways in the brain	6	6.0	15	15.0	21	21.0	32	32.0	26	26.0	100	100.0

As we distribute our data according to personal music. In 1st question 13 people are strongly disagree, 13 people are disagree, 36 people are neutral, 21 people are agree and 17 people are strongly agree. In 2nd question 4 people are strongly disagree, 13 people are disagree, 28 people are neutral, 35 people are agree and 20 people are strongly agree. In 3rd question 6 people are strongly disagree, 21 people are disagree, 27 people are neutral, 30 people are agree and 16 people are strongly agree. In 4th question 6 people are strongly disagree, 14 people are disagree, 28 people are neutral, 32 people are agree and 20 people are strongly agree. In 5th question 5 people are strongly disagree, 8 people are disagree, 23 people are neutral, 40 people are agree and 24 people are strongly agree. In 6th question 5 people are strongly disagree, 11 people are disagree, 24 people are neutral, 36 people are agree and 24 people are strongly agree. In 7th question 6 people are strongly disagree, 15 people are disagree, 21 people are neutral, 32 people are agree and 26 people are strongly agree.

V. Conclusion

Media has some advantages as well as it has many disadvantages. Change is required in media. So that it can create good impact on local bodies. Sometime we think media is the better way of awareness nationally and internationally. Sometimes we feel media is creating negative role in our Muslim society because it has great impact on our lifestyle. Media is helping us undoubtedly but some children are misusing the media and ruining themselves and their studies. If one can give proper time to his studies along with use of cell phone than one should go for it. We can use media and communication in a positive way, unlimited use of media can destroy our youth's brain.

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