

Essay :

HOW MASS MEDIA SPREADS IMMORALITY?"

Outline :

Introduction :

1.1 Hook

1.2 Thesis Statement

"The deep influence of media channels upon masses has been posing a serious threat worldwide due to fabricated narratives which are implanting multifaceted technological, social, behavioural, ethical, cultural and political turmoils into the life of numerous people."

Factors Responsible for Causing Immorality among Masses :

2.1 Technological Factors :

2.1.1 Misuse of technology via media channels

2.1.2 Manipulation of personal data.

2.1.3 Construction of unauthorized apps like GB whatsapp, vidmate, daily motion etc.

2.1.4 Blackmailing and Exploiting security datas for financial gains.

2.2 Social Factors :

2.2.1 Rise of Social evils by means of non-verified websites

2.2.2 Terrorist Networking sites running on dark websites.

2.2.3 Increased ratio of criminal and suicidal activities.

2.2.4 Functioning of few online business markets without proper verification.

2.3 Behavioural Factors:

2.3.1 Habitual development to spend long hours on electronic media.

2.3.2 Symptoms of Anxiety and Depression among individuals of different age groups.

2.3.3 Bipolar and Multipolar Personality disorders.

2.3.4 Mood swings result in extreme happiness, sadness, violence and aggression.

2.4 Ethical Factors:

2.4.1 Loss of sense of social responsibility.

2.4.2 Immoral behavioural patterns among children and youngsters.

2.4.3 Targeting influenced people through brainwashing and mindshaping for achieving specific targets.

2.4.4 Influenced watching social media reels of influencers - keep estimating and comparing life with others.

2.5 Cultural Factors:

2.5.1 Fabricated web series to promote culture of bisexuality and homosexuality.

~~2.5.1~~
2.5.2 Causing a threat to existing culture.

2.5.3 Sponsorship of fabricated narratives to promote new ideologies.

2.5.4 Sense of Isolation from communal and familial ties.

2.6 Political Factors:

2.6.1 Lack of proper monitoring over social websites.

2.6.2 Limited access to website responsible for projection of hypersexuality.

2.6.3 Failure in complete monitoring over declared banned websites.

2.6.4 Less practical steps taken to ensure public data security programs.

Impacts of Mass Media upon Masses Spreading Immorality:

3.1 Technological Impacts:

3.1.1 Harming people through misinformation

3.1.2 Personal data security issues among masses.

3.1.3 Higher chances of getting scammed due to usage of unauthorised apps.

3.1.4 Social reputation and financial loss.

3.2 Social Impacts:

3.2.1 Causing high level social threats.

3.2.2 Strengthening roots of terrorism.

3.2.3 Higher chances of threats to national security and peace.

3.2.4 Non-verified e-business results in loss of personal savings and investments.

3.3 Behavioural Impacts:

3.3.1 Prolonged time to internet giving birth to several psychological and medical

- 3.3.2 Loss of cognitive and social skills.
- 3.2.3 Emergence of sociopaths and psychopaths.
- 3.2.4 Unpredictable behavioural patterns leads to further social disruptions.

3.4 Ethical Impacts:

- 3.4.1 Causing fragmentation at individual and social level.
- 3.4.2 Loss of morality and spirituality.
- 3.4.3 Already targeted victims channelization are further social alarming signs.
- 3.4.4 Increasing competition results in jealousy such as hate speech against each other.

3.5 Cultural Impacts:

- 3.5.1 Building fabricated narratives lead to misleading masses in multiple directions.
- 3.5.2 Formation of new ideologies and culture like LGBTQ+.
- 3.5.3 Declining culture of opposite gender marriages.
- 3.5.4 Breakage of family system especially in first world countries like Europe and America.

3.6 Political Impacts:

- 3.6.1 Higher chances of spreading false information later difficult to control.
- 3.6.2 Projection of hypersexuality and adultery on adult websites may result in increasing number of rape cases.

3.6.3

Reaching of audience via VPN to banned websites results in multiplication of these sources.

3.6.4

Large number of audience may become victims of cyber security attacks in future.

Way Forward:

- Professional/experts required to ensure data security for masses.
- Organization of awareness programs using mediums of twitter, facebook and tiktok.
- Short films/dramas should be made revolving around the idea of keeping people alert of the drawbacks of mass media.

Conclusion:

SPREADING OF IMMORALITY THROUGH MASS MEDIA "

A modern man is a product of modern age
The age of information and disinformation
Leaving him into a state of perplexion;
Through his veins circulating information
Whose heart everyday being pumped out by
media influencers
By which he is caught in a cage of illusion.
(Anomymous)

The cage of mass media has caught thousands of people into a web of behavioural and moral complexities that has made their life miserable, but at the same time, the role of mass media in spreading awareness among masses cannot be fully denied. As the age of mass media is known for its influence upon masses. So its deep influence is a growing concern which has been increasing day by day. Even individuals from first world countries to third world countries are seen everyday divided and fighting with ^{various} everyday challenges that pose a serious threat to all. These challenges are everywhere deeply rooted in fabricated narratives built by media channels which are responsible for implanting political, technological, social, behavioural, ethical and cultural turmoils into the life of numerous people. These people are

unconsciously becoming victims due to their mental reliance on social networking sites. These websites are a food of thought which they consume on daily basis resulted in brainwashing and mindshaping a large scale of population.