Psychological effects of TV News Violence on youth: A Case Study of the Students of Bahauddin Zakariya University, Multan

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Abstract:
The study examines the psychological effects of TV News violence on youth. This research analyzes Desensitization, Catharsis, Imitation and Fear as effects of TV News violence. Survey methodology has been chosen by the researcher to accomplish this purpose. Results of the study reveal that 59 % percent viewers affect psychologically from TV News violence. 76 % percent become desensitize due to exposure of TV News violence. Study also proved that 71 % percent viewers feel fear after the exposure of TV News violence. The findings also indicate 52% percent viewers become aggressive after watching TV news violence. And for 39% percent viewers, TV News violence becomes a cause of catharsis and their aggressive impulses discharged due to violence.

Keywords: Violence, Psychological Effects, Desensitization, Catharsis, Fear, Imitation, TV News

I. Introduction

World health organization (2013) reported violence as a use of physical force or power against own self, another person, or against community or any group, which results high injury, deficiency, death or psychological harm. Encyclopedia of psychology (2013) sates that, extreme form of aggression is violence such as murder and assaults. Frustrations, exposure to media violence, violence in neighborhood or in home are cause of violence.

Jan (1999) defined violence as intentional physical aggressive behavior against another person. Usually violence is divided in two kinds: random violence which describes small acts or targeted violence, and coordinate violence, which describe actions of group violence such as war and terrorism.

According to Merriam Webster dictionary violence is the use of physical force to apply a condition to other opposing to their desires. E.g. A father may beat his child up when his tolerance is exhausted, or two countries may war with each other when ambassadorial efforts are exhausted, or a victim of emotional violence may snap and go to kill their tormentor.
Types of Violence

According to the violence prevention initiative a project by new foundation land Labrador Canada, the violence and abuse are easily understand by the inequality which is cause of establishing power. The types of violence are:

Physical Violence
Physical violence is use of any part of your body or object to control your action. Usually physical violence considered as domestic violence but it includes, hitting, grabbing, pushing, kicking, choking, slapping, burning, hair pulling, shoving, biting, murder, or the use of any physical part or object(weapon) to make a person a act against person’s will.

Sexual Violence
When someone force another person to have a sexual intercourse or any sexual activity by forcefully, this include rape, threat, use of weapon to act sexual activity, touching in a sexual manner without other persons will(kissing, grabbing, fondling,) beating of sexual parts, forced abortion, or force to perform sex with any other person, object, or animal.

Psychological Violence
It is to control another person’s thinking and behavior. It includes isolation, pathological jealousy, verbal aggression, constant humiliation, threading to harm you, confinement to the home, it is also when someone threat you to create fear to gain control.

Spiritual Violence
The manipulation, domination and controlling of any one’s religious and spiritual beliefs is spiritual violence, it include making fun of any one’s religious, try to prevent to start practice of your religion by any one.

World Health Organization reported: Violence has four different modes sexual, physical, and psychological and deprivation generally divided into 3 major types.

Self Directed Violence
Violence in which performer and victim is same person, like self abuse, and suicide.

Interpersonal Violence
Violence of individuals, in family, community, peer groups or at work places, property. Crime violence is also included in it. Violence of youth and assaults are also included in this.

Collective Violence
The violence of masses in which many individuals are involve, like political, economic and social violence.

Media and Violence
Knorr(2013) states violence is everywhere on screen in games, movies, videos, cartoons, and in News. Even in web and in commercials, and now in this difficult to
avoid this violence. Experts argued that there is no single cause of aggressive behavior of a violent viewer, there are many factors which are involve in increasing the violent behavior of children and adults.

Shirley (1990) explained in his search that 8 to 10 prime time shows contain violence. The conclusion of TV and social behavior failed to make a direct connection between TV violence and aggressive behavior, according to the study this connection affects only those who already behave aggressively.

Dudley (2005) mentioned according to a report of senate committee on the judiciary. Media is violent exceedingly the analysis of 20 year programs of TV (1973 to 1993) in prime time. There are 5 acts of violence per hour daily. Centre for media and public relations of America reported that in 1994, 18 hours daily programs of all nature have 1864 different violent scenes. The united states task force study the effects of violence on families, a 3 years project conducted as violence teaches anti social behavior, aggressive attitudes and desensitization to violence also increase fear of becoming victim of violence, the major view or key point of all studies on media violence argued that TV violence has bad effect on attitudes and characters:

1: Increase violent form of behaviors, and badly influence the values and social norms.
2: Effects intellect, socio economic status of all viewers.

**Psychological Effects of Media Violence**

Nauert (2008) Effects of media violence on behavior becomes a important issue of public health. A study conducted by Seymour Feshbach and June Tangney in which they find the relation between violence and the changing behavior of violence viewers. To find out this relation they conduct a study to evaluate TV viewing habits, and intelligence. According to results there is a relationship between violence viewing and negative personality attribute among white females, males and African American females.

According to a report of national institute of mental health, the major effects of viewing violence on Television are viewer become sensitive to pain which is suffering by others, children become more fearful of the real world around them, and their behavior become more aggressive and harmful. Dr Gorge Gerbner done a study according to which more violent viewers think that world is a very mean and dangerous place. The study shows that children who watch more violence their behavior were more violent as compare to those who watched nonviolent content on TV.

James (2003) argues that psychological effects are those that manipulate a person’s automatic physical processes, which are generally clear of our conscious control, For example watching violence increase our heart rate and blood pressure. A horror film triggers fast breathing and clammy ache.

The media can make us feel things they can trigger strapping emotions such as fear, anger, and desire. They can also stir up weaker emotions such as sadness, crossness and caginess.
Limitation of Study:
Research conducted in the limits of Bahauddin Zakariya University Multan and takes four important psychological effects, desensitization, catharsis, arousal and insecurity.

Rational of the Study:
After the satellite transmission and emergence of Private TV News channel in Pakistan, the spreading of information become so fast. Private channels transmit news in seconds without thinking about the effects of News content. In recent years TV News channels on air much violent News which affects the viewer psychological especially young viewers. That’s why this topic has been chosen for research.

Rational of the Selected Sample:
Researcher selected students of Bahauddin Zakariya University because of educational level. The exposure of university student with media is more than other persons. They are well informed and aware about the TV News and they can answer the question clearly because their understanding is supposed to be better than other people.

Objectives of the Study:
- To evaluate the impact of media on youth.
- To find out psychological effects of violence news.
- To find out whether psychological effects of TV news violence differ from heavy viewers to light viewers.

Significance of the Study:
Violence in media has always grasped the attention of audience. The question of media violence is still important as in earlier days. As TV News developed day by day the violence in TV News also increases. This violence has lot of psychological effects on viewers. It is very important to know how this violence is psychologically affecting the viewers of TV News channels and what dangers are of transmit violent news. These violent news creating fear among their audience and viewers think this world is not a safe place to live. More violent content in TV News decrease the emotional response of viewers towards real life violence and they start ignoring violence surrounding them. Violence of media is damaging the psyche of the viewers.

II. Review of Literature:
Ellis (2011) said after watching more violent content on TV people think that this world is most dangerous place, even they think their neighborhood is not safe. According to them the crime rate is rapidly increasing, and people are so much violent. TV violence increase fear and we don’t even realize that how safe we are. According to these people TV world is bad and there is nothing good.

Eugene (2010) said teenagers perform violent and aggressive act in their peer groups which they seems on TV. usually heroes on TV are violent and aggressive and they become role model for young viewers , and young viewers try to do like that Heroes and their behavior become violent in their daily lives.
Davis (2010) said violent TV programs affects teenagers psyche and permute risky behavior in them, they start drinking, smoking, and have premarital sex. Palo Alto medical foundation says teens who watch more TV have premarital sex than those who don’t watch violent content.

Huesman (1986) present a development theory to measure the relation between media violence and aggressive behavior. He argued that exposure to media violence effects individually and enhances aggressive behavior in the results of cumulative learning process from childhood. This learning process comes from observation, which tiger the violent behavior in adults. The learning process continues in young age. The habits of watching violence in adults’ age become a very big reason of criminality and ratio of breaking law and misbehavior increase in last few years.

Jitendra (2003) describes that TV content play a very important role in developing socialization among adults and children, and also in developing social norms and values. Violent content of TV programs affects adults, specially male adults very sharply. They saw fearful night mares and feel depressive in real world after watching violent content in media.

Leonard et al (1963) examine that as mass media content increase day by day its effects are also increasing with that ratio. Media content have both positive and negative effect on their audience. About the issue of media violence some researchers suggest that media violence is the cause of increasing real life violence, while some have on opinion that media violence reduce the real life violence and provide catharsis to their audience, after testing the both theories, researcher have come to know that violence of media have both negative and positive effects on their audience.

Newhagen and Reeves (2006) examined as study on relationship of television negative news and the memory of TV News viewers. They found people remember the negative information more than the positive. Negative visuals memorize more than voice and voice more than text. Even people remember some negative scenes whole the life. It affects the memory and cognitive process of individuals.

Comstock, and associates (1990) said that after reviewing the literature of previous studies on media violence effects support the hypothesis that exposure of violent content of television increase antisocial and aggressive behavior in adults and children. The research said this is based on disinhibition, arousal and social learning theory, such viewers depends on TV world more than the real and some time they start hating the exact real life.

Tompkins (2003) is off the view that violence is a popular and practicing form of entertainment after watching the more violent programs children and adults become self lover and their faulty thinking increase, which create stress and depression among these adults, children who have more exposure to TV increased feeling of antagonism and decreased emotional response to injuries and pain. The studies proved that the exposure of TV violence increase insistent behavior and desensitize them and they believe world is “meander and scarier” place. Young viewer and adults start thinking that this violent behavior is normal and they continue this in the family age group members and peer groups.
Kevin & Jenat (1993) examine a study in which they judge the relationship between TV violence and viewers post traumatic stress disorder (PTSD). The results of this study shows that males are usually more victims and witnessed of violent acts, there are no other differences of socio economic status in effecting violence.

Russell et al (1986) perform a experimental study to investigate short term effects of violence on media and to know influence of violence in increasing aggressive behavior. They also investigate the connection between the violence effects and cognitive psychology. The result reported correlation between violence of media and aggressive behavior. This paper was divided into three sections, they done experimental lab and analyze result. In second there were field experiments and the last method was analyzing of non-experimental studies.

Nicholas et al (2007) argued that violent video games exposure increase the violent thought, aggressive feelings, physical arousal and reduce sympathetic behavior. Researches proved that violent video games effects psychologically and emotionally desensitize the gamers. After asking the media watching habits participates were asked to play a game from 8 violent and non violent games and other participants were asked to watch violent scenes, the heart rate and galvanic skin response (GSR) of violent scenes viewers were measure from general aggressive model.

Coleman & Thorson (2002) examine the way of reporting violence and crime news and changing perception of readers; they use the experiment of framing and graphics presentation of crime and violence news and analyze them. Their results shows that reader of crime and violent news changing their perception regarding real life problems and they learn from such criminal and violent content, due to this content their behavior become more risky and the ratio of crime and violence increase.

Atkin et al (1979) performed a research in which realistic violence of TV and fictional violence were shown to two different groups, one group was only watch realistic violence on TV and their situation was hypothetical and aggressive as compare to second group which were only watched fictional violence of movies, their results shows that TV News violence has a distinct potential to produce aggressive behavior among young viewers.

James et al (1997) were conducted experimental research to know that effects of exposure to media violence information would enhance personal racism. Participants matched violent content and asked to judge violent act by black, white and other race. The results show white defendants their race and black defends their race, according to both groups their race was more dispositional in media content.

Moses (1999) examine commonness of violence in 337 inner city 14-19 years old young. They observe symptoms of depression and hostility and observe the traumatic violence. The respondent had asked that how much time thy experience violence and they give 6 types of violence. The respondents were exposed to an average of 3 to 41 of the 6 types of violence. The results show males experience more violence then females. Exposure to violence creates hostility in both genders any extrapolative of depression in females.
Leonard (1984) argues on the bases of previous research that the mass media gives the idea that opens behavior. He said anti and pro social behaviors are due to the observation of events present on mass media. The content on mass media activates the anti social behavior in individuals which were witnessed. Effects of mass media lead and increase the overt behaviors.

Singer et al. (1995) argue that which adolescents explore violence on TV have symptoms of trauma, the hypothesis of this study to exposure the positive and associated relation with depression, anger, anxiety and post traumatic stress. The design of study is survey of students in six public schools. The members of participants were 3735 and in result all hypothesis were supported.

Anderson and associates (2003) research on violence base films, video games, music, and News to know that is violence content of media increase aggressive and violent behavior in both immediate and long term context. Short term effects are arousal of verbal and physical aggression, Aggressive thoughts and emotions. Violence on media produce also long term effects through different learning process, and change individual behavior, reduce normal emotional response to violence (i.e desensitization) it also affects on social behavior, the entertainment media violence effects more to viewers, specially children and youth.

Above researches show that violence in media psychologically effect the audience. Behavior of TV violence viewers become aggressive some time they start modeling the violence which they explore in TV. Violence in media creates fear in viewers and they feel fear to move outside. They think this world is not a safe place for them. Violence in media also reduces their emotional response towards real life violence and desensitizes them. In some cases violence viewers feel relax after media violence exposure. Violence in media will become cause of their catharsis and their anger will reduce after viewing violence in TV. Violent News will become cause of their arousal. Sometime violence enhance their physical arousal and their heart beat and breath rate increase and sometime violence decrease their physical arousal and viewer feel fear, sadness and depression. According to above studies children are more effecting from TV violence. Violent content attract them and they explore more violence in TV. In media violence is everywhere in News, movies, games, videos, music etc. violence in media is so much responsible in creating violence in real lives.

Statement of the Problem:-
TV news Violence affecting viewers psychologically.

Research Questions:-
- Does violence in TV news affect youth psychologically?
- Do people become desensitize after watching TV news violence?
- Do people feel fear after watching violence in TV News?
- Does the viewers’ behavior become aggressive after watching TV news violence?
- Is TV news violence a source of catharsis for viewers?
Hypothesis:
H1. It is more likely that exposure to violence in TV news leads towards desensitization.
H2. It is more likely that exposure to violence in TV news makes youth insecure.
H3. It is more likely that exposure to violence in TV news leads towards aggressive behavior.
H4. It is more likely that exposure to violence in TV news catharsizes youth.
H5. It is more likely that exposure to violence in TV news effects youth psychologically.

III. Method
This study explores the psychological effects of TV News violence on youth.

Research Design
The researcher has chosen survey method as a research design in this particular study. The study operates both the qualitative method and quantitative method of research for analyzing data.

Universe
The young viewers of TV News channels are the universe of the study.

Population
The young viewers of TV News channels of Bahauddin Zakariya University Multan are taken as population of the study. BZU has divided into 2 basic units
1: basic and natural sciences
2: social sciences and art and languages

Sample
The researcher has randomly selected 100 respondents and applied technique of simple random sampling for collection of data.

OPERATIONAL DEFINITIONS
Desensitization
Gurter, B. (1993) states that repeated exposure to TV violence reduce the emotional response of viewers to violence on TV screen and increase the acceptance of violence in real lives. Viewers demand extreme forms of violence on screen and also start accepting violence in their routine life.

Catharsis
Feshbach (1972) argues that catharsis is an effect that gives release to viewers from their own aggressive drives when they vicariously participate in the violence in TV programs. Individuals harmlessly discharge their impulses through fantasizing or watching violence.

Fear
Zillmann (1980) states that fear is not always negative some time fear create suspense which become enjoyment for viewers and some time viewers become frightened and quite after the exposure of TV violence. Fear is one of common emotional reaction; viewers become frightened by dangers and injuries portrayal on TV screen.
Arousal

Zillmann (1975) argues that violent content of TV arouse the viewers and they become exited. Arousal is not restricted to violent content: sexual or humorous content have also the same effects but for violent content arousal are interpret as aggression and anger.

IV. Results

Graph 4.1
Aggression Due to TV News Violence

![Graph 4.1](image)

Interpretation:
According to Figure 4.1 37(74%) males out of 50 and 15(30%) females out of 50 become aggressive after watching TV news violence. Their total number are 52(52%) out of 100. While 13(26%) males out of 50 and 35(70%) females have opinion that TV violence did not tiger their aggression. Their total number is 48(48%) out of 100.

Figure 4.2
Insecurity Due to Media Violence

![Figure 4.2](image)

Interpretation:
Figure 4.2 shows that 71(71%) respondent out of 100 feel insecure after exposure of TV news violence in which 28(56%) respondents are male and 33(66%) are female while 29(29%) respondents out of 100 feel no insecurity after the exposure of TV news violence. In which 22(44%) respondents are male and 7(14%) are female.
**Figure 4.3**

Relaxation after Watching of TV News Violence

![Graph showing relaxation after watching TV news violence]

**Interpretation:**

Figure 4.3 tells that 39% people feel relaxed after watching TV news violence in which 23 (46%) are male out of 50 and 16 (32%) are female out of 50. While 61% respondent did not feel relaxed after watching TV news violence in which 27 (54%) respondents are male out of 50 and 34 (68%) are female.

**Figure 4.4**

Ignorance to TV News Violence after Routine Exposure

![Graph showing ignorance to TV news violence]

**Interpretation:**

Figure 4.4 shows that 76 (76%) viewers out of 100 ignore violence news by saying “this is routine news, nothing new” in which 34 (68%) are males out of 50 and 42 (84%) are females. While on other hand the people who don’t ignore violence news are 24 (24%) out of 100 in which 16 (32%) males out of 50 and 8 (16%) females out of 50.
Figure 4.5

Total representation of psychological categories

Interpretation:

Figure 4.5 shows that 238 viewers out of 400 affect psychologically due to media violence while 162 viewers feel no psychologically effect due to media violence. 76 viewers out of 100 Desensitize after the exposure of TV news violence while 24 viewers not become desensitize due to media violence. Figure also shows that Media catharsis 39 viewers out of 100 while 61 viewers not catharsis be violence on media. 71 viewers feel fear after the exposure of TV news violence while 29 viewers not feel fear after media violence exposure. 52 viewers out of 100 become aggressive after media violence exposure and 48 viewers out of 100 not become aggressive due to TV news violence.

V. Discussion

As we know media become an important social institution which directly affects the life of masses. Now media fulfill the purpose of information, education, entertainment and awareness. In Pakistani perspective electronic media is not so old and considered as an immature media which is in race to cover more and more stories and want to present programs to capture the audience without analyzing the effects of anything. After some independence of media and press our news channels start many programs which are not even accept ethically.

Violence in media is very important because it affects the audience a lot. Violence use to capture the attraction of audience and to increase the value of news. With violent footages, credibility of news also increase and reliability of the news channel increase but this violent content in TV news affects viewers psychologically which is very harmful. If we see back than we got many examples of violent news in Pakistani TV news channels like news two brothers death in Sialkot which were blamed as thief and people beat them in very inhuman manner till death. Other example is murder of a boy in Karachi by rangers in a public place. The news of sawat girl which were beat by religious extremists with hunter. Many other news of bum blasts in previous years. News of personal attacks and murders are also included in this category.

Due to such type of news stories audience especially young audience which explores the media more affects psychologically. Violent content in news create fear in audience and disturb their sleep patterns. They got night mares regarding violence and
depressed them. Psychological effects are very harmful because as these type of effects disturb psyche as well as the body of audience.

It is need of the day to realize the effects of violent content in TV news. One must also be aware about the psychological effects of violence which can damage the psyche of audience and people avoid watching TV news because violence in news upsets them. If today we ignore this important issue then may be violence will become a normal phenomena, and our young viewers will lose their sensitivity and will be desensitize.

VI. Conclusion

H1 states “it is more likely that exposure to violence in TV news leads towards desensitization.” H1 is proved as 76% viewers become desensitize due to exposure of TV news violence. See Figure 4.15 (page.38)

H2 states “It is more likely that exposure to violence in TV news makes youth fearful and insecure.” H2 is proved as 71% viewers who explore media violence fell more fear and insecurity in their lives. See Figure 4.7 (page.30)

H3 states “It is more likely that exposure to violence in TV news leads towards aggressive behavior.” H3 is proved because 52% people said that their behavior become aggressive after exposure of TV news violence. See Figure 4.6(page.29)

H4 states “It is more likely that exposure to violence in TV news catharsizes youth. ”H4 is disproved because only 39% viewers become relax after the exposure of TV news violence and their aggressive impulses discharge due to violence. See Figure 4.11 (page.34)

H5 states “it is more likely that exposure to violence in TV news effects youth psychologically.” H5 is proved as more than 59% viewers affect psychologically from TV news violence. See Figure 4.19 (p.42)

In the light of above findings the researcher has come to know that the violent news on TV has affected youth psychologically. Violence on TV news changes the behavior of viewers and creates fear and threat among audience and depressed them. Some time people desensitize after watching violence in TV news and they want such violence in their lives. Some time people avoid watching TV news because of the violence which upsets their mood. Viewers feel fear and insecure when they move out after exposure of TV news violence. So media should adopt other way for violence base news content, because showing more violent content are dangerous for viewers. It directly affects the psyche of viewers.
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