

THE IMPACT OF VIOLENT CONTENTS OF ELECTRONIC MEDIA ON THE STUDENTS OF UNIVERSITY OF BALOCHISTAN

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Abstract

The main purposed of the study was to analyze the impact of violent contents of Electronic media on the students of University of Balochistan Quetta. The respondents were from social and basic science departments at BS, Master and Phil level. 300 (150 male-150 female) respondents were given closed ended questionnaires via random sampling to fill it. The data was analyzed through univariate, bivariate and multivariate levels. Results of the study revealed that the majority of the students spent maximum time on watching and playing violent content on the media. They liked violence in reality. Violence and crime were internalized by them. most of the respondents were socially and emotionally depressed, felt alienated, liked fighting and pornography, less interested in study, have less feeing for others and tried to mimic bad actions of celebrities. They were more inclined to drug abuse, violence and sexual harassments in real life. Therefore, this social problem needs sincere and concrete steps to be studied and encountered by the government and parents. If left unchecked, the society would face dire consequences in the future.

Keywords: Behavior, Crime, Electronic Media, Personality ,Violence.