

LIKABILITY OF MEDIA VIOLENCE; EFFECT ON YOUNG ADULTS

Ms. Darbhamulla Aparajitha¹, Dr.Thadi Vijayalakshmi²

Post-graduate student, Department of Journalism and Mass Communication,

Andhra University College of Arts and Commerce, Visakhapatnam -530003, Andhra Pradesh.

<https://orcid.org/0000-0002-1659-2536>

Assistant Professor, Department of Journalism and Mass Communication,

Andhra University College of Arts and Commerce, Visakhapatnam-530003, Andhra Pradesh.

<https://orcid.org/0000-0002-1520-0158>

Abstract: Raising number of media inspired violent incidents is of great concern at present. Media violence has strong impact and certainly has direct effect on the young adults.. Research has long established the correlation between media-inspired violent behaviour (Anderson et al., 2003). With criminal activity rising in India (Ministry of Home Affairs, 2021), the paper highlights the urgent need for further investigation. This paper aims to delve deeper into such issues and measure (a) *If there is a rising likability and tolerance towards Media Violence.* And (b) *If there is an increased affinity towards media violence- what are the possible effects on young adults.* Additionally, the paper also aims to look into (c) *The relationship between likability of media violence and whether are influential enough to inspire violent behaviour among its viewers.*

The graphic and gruesome portrayal of violence in media content has become more prevalent (Coyne S.M, 2004), potentially desensitizing viewers and causing harmful effects (Coyne S. M, 2012). The recent murder of Shraddha Walker is an example of how media is helping cultivate violent behaviour and inspiring copycat murders (Gerbner G., 1976). Similarly, another murder committed by teenagers influenced by the movie Pushpa (The Quint, 2022) emphasizes the need to understand the link between media violence and real-life behaviour. This is repeatedly reinforced by the Cultivation Theory, which suggests that prolonged exposure to media content can shape individuals' beliefs and attitudes about the world.

Coyne (S.M Coyne, 2020) in his study on the association between media violence and aggressive behaviour found that there was a positive relation between the two factors, even after controlling of other factors. Furthermore, Lei Han (Lei Han, 2020) after conducting research on exposure to media violence on youngsters concluded that, violent media exposure was more strongly associated with aggressive behaviour among adolescents with lower levels of self-control. Both studies suggest that exposure to violent media can trigger aggressive behaviour in young adults.

This study involves a sample of young adults aged between 18 to 30 years, and measures the frequency of media exposure and likability of media violence using a survey questionnaire. The results indicate an increased preference for movies with violent content and a possible desensitization to media violence or normalization of it, particularly among men. The results from this study also reflect the consolidation of Cognitive Priming Theory (Berkowitz, 1962), showing that exposure to violent media content can lead to an increased preference for violent content in individuals. These findings highlight the crucial importance of raising awareness and devising effective strategies to combat media violence's negative impact on young adults.

Keywords: Media Violence, Likability of Media Violence, Media and behaviour, Young Adult Culture

1. INTRODUCTION

‘With great power comes great responsibility’

The phrase "with great power comes great responsibility" perfectly sums up the role of media in society. Media holds immense power in shaping public opinion, influencing attitudes and behaviours, and providing information to people. However, this power must be exercised responsibly, and media organizations must ensure that they do not misuse their power to air content that is harmful to the public, especially violent content.

The media's responsibility towards society cannot be overstated. The media has the power to shape public opinion, and its content can have a significant impact on the mental and emotional well-being of viewers (McCombs, The Agenda Setting function of mass media, 1972). Media organizations must recognize that with this power comes the responsibility to ensure that the content they air does not promote violence or negatively impact viewers' mental and emotional health. It is essential for journalists and media organizations to exercise caution when reporting on violence, crime, or other sensitive topics. They must take into consideration the impact that their coverage could have on the public and ensure that they do not sensationalize or glorify violent content. Instead, they must report responsibly and ethically, ensuring that their coverage is informative and educational, rather than harmful or exploitative (Journalists, 2014).

In recent years, there has been a noticeable increase in the preference for violent content in Indian cinema, as evidenced by the commercial success of action movies such as KGF, Pushpa, and Akhanda. According to a report by the Motion Picture Distributors Association (India) Ltd, action and thriller movies account for more than 40% of box office collections in India, with an increase in demand for violent content by audiences aged 18-35 (Mirror., 2022, January 26). This suggests that there is a significant market for violent content in Indian cinema, and that audiences are increasingly drawn to such movies.

However, this normalization of violent content in media is not without its consequences. Research has shown that frequent exposure to violent media can lead to desensitization to violence, and can even increase aggressive behavior in individuals (Bushman B. J., 2009). Moreover, it can desensitize viewers to the real-world consequences of violence, leading to a lack of empathy and understanding for victims of violence (Bushman & Anderson, 2009).

Even in the past years, there have been trends on media violence and fascination towards villainous characters. The Joker is perhaps the best example to illustrate. Despite being a sadistic, cruel man, the recent movie has surged the popularity of the dark character. This fascination of villainous characters has inspired many such violent behaviour. Joker is not the only villainous character romanticized, there are also other examples such as Walter White from Breaking Bad, Tony Soprano from The Sopranos, and Hannibal Lecter from The Silence of the Lambs. These characters are complex, multi-dimensional, and often charismatic, which can make them compelling and even relatable to audiences. However, their actions are often violent, unethical, and morally questionable, which raises concerns about the impact of such media on people's attitudes and behavior.

Overall, the fascination with villainous characters and violent media content raises important questions about the relationship between media and violence, and the need for responsible media production and consumption.

Around 9 years ago a pair of two girls, have shook the whole world, after committing what came to be called as the slender man murders. The Slender Man case refers to a 2014 incident in which two 12-year-old girls from Wisconsin, USA, lured their classmate into the woods and stabbed her 19 times, with the intention of pleasing the fictional character Slender Man (Friedman, 2018). Slender Man is a supernatural creature who first appeared in an internet forum in 2009, and has since become a popular figure in online horror stories, video games, and other forms of media. The perpetrators claimed that they believed Slender Man was real and that they had to kill their classmate to become his "proxies" and protect their families from his wrath (Michaels, 2018).

Some argued that the girls were mentally ill and that their interest in Slender Man was a symptom rather than a cause of their violent behavior, while others pointed to the potential dangers of unregulated online content and the need for parents and educators to monitor children's internet use.

The Indian sub-continent was not spared and there have been bone chilling murders or violent acts or example, in 2017, a 14-year-old boy in Mumbai allegedly killed his mother and sister with a knife after playing the video game "Blue Whale Challenge," which is said to encourage participants to carry out increasingly dangerous tasks. The incident sparked concerns about the impact of violent media content on young people and led to calls for greater regulation of such content. Similarly, in 2019, a 16-year-old boy in Delhi allegedly killed his family members with a hammer and then watched TV for three hours before calling the police. The incident raised questions about the role of media in promoting violent behavior and the need for greater awareness and education on media literacy and responsible media consumption.

Therefore, it is important for content creators and media outlets to recognize the potential harm of violent content and strive to create responsible and ethical content that informs and educates rather than glorifies violence. This could involve incorporating themes of non-violent conflict resolution and promoting empathy and understanding in media narratives.

In this paper we will look at the studies done regarding violent content being aired by media and its possible effects on Indian Youth.

Similarly to better understand the extent of media's effect on influencing the youth, we will be reviewing mass communication theories, Cultivation theory by George Gerbner, Social Learning Theory by Albert Bandura and desensitization theory along with previously published papers on the said theories.

This in turn would help us assess the role of Mass Media in promoting violent content.

Possible conclusions; this paper will help in finding if there is a conscious, voluntary liking of violent content. This research could provide an understanding of the viewership patterns among Indian Youth. This paper also hopes to provide techniques to decrease the negative effects of harmful and violent media content.

REVIEW OF LITERATURE

This literature review will discuss the findings from several studies that have examined the effects of media violence on the general public. Additionally, it will explore the public's awareness of the potential negative effects of media violence, and whether journalists are solely responsible for curating violent content.

'Effects of media violence on the general public'

A study by Bartholow and Anderson (2002) study showed that playing violent video games can increase aggression, desensitize individuals to violence, and have long-term consequences. This suggests a negative impact on individuals and society, necessitating more research and interventions to mitigate the effects of violent video games.

Bushman and Anderson's (2002) study found that exposure to violent media increases aggressive thoughts and feelings, and can desensitize individuals to violence, leading to aggressive behavior. Similar studies show that the negative effects are not limited to movies and TV shows, but also include video games, music, and social media. Developing strategies to mitigate the impact of violent media is therefore crucial.

Huesmann, L. R., Moise-Titus, J., Podolski, C. L., & Eron, L. D. in their longitudinal (2003) investigated the long-term effects of exposure to media violence on individuals. The study examined the impact of exposure to violent television shows and movies during childhood and adolescence on aggression levels in adulthood. The results of the study found a strong association between exposure to media violence at a young age and increased aggression later in life. The effects were found to be persistent over time, indicating that exposure to media violence during childhood and adolescence can have long-lasting consequences on individuals' mental health and behavior.

A similar study by Coyne et al. (2020) analyzed data from over 10,000 adolescents and found a positive association between exposure to violent media and aggressive behavior, even after controlling for other factors. They also explored associations with body image and risky behaviors.

Ferguson et al. (2021) conducted a meta-analysis, titled 'A meta-analysis examining the relationship between media violence exposure and aggression' of 43 studies on the topic and found a small but significant relationship between exposure to media violence and subsequent aggression. The analysis included various types of media and methods of measuring aggression.

Anderson and Dill in their study in 2000, reviewed participants' behavior and found that participants who played a video game were less likely to believe that violence in media was harmful.

Johnson et al. (2002) conducted a 17-year longitudinal study with 707 individuals, which revealed a significant association between excessive TV viewing during adolescence and early adulthood and a higher likelihood of subsequent aggressive behavior towards others. This relationship remained significant even after controlling for confounding variables such as previous aggression, childhood neglect, family income, neighborhood violence, parental education, and psychiatric disorders.

All of these studies show how violence in media content and consuming it over long periods of time might result in significant aggressive behavior among the audience

METHODOLOGY

A survey questionnaire method consisting of 30 questions was given to 110 participants using convenience sampling method.

PARTICIPANTS OF STUDY

Participants of the study are Andhra University students, aged between 18 to 30 years. They belong to various departments and schools of study. The data was collected from 110 individuals, out of which 58 are male, 50 are female, 2 are non-binary. The participants are from different provinces from the university which helps diversify the study findings.

DATA PROCEDURE

A questionnaire titled 'Media Violence and its effects on Indian Youth' was specifically tailored for this study. The responses and data were analyzed using the descriptive statistics of frequency counts and percentage, and inferential statistics.

The primary data for this study was collected through a survey questionnaire.

The questionnaire was formed using Microsoft Forms and then it was distributed online to different individuals through the link of the survey form. Data was collected from 110 respondents. Corresponding data was then transferred to a spread sheet, based on which further graphs and findings were made.

INSTRUMENTS

A carefully drafted questionnaire titled 'Media Violence and its effects on Indian Youth' was prepared for the study. The questionnaire has a covering letter which stating the purpose of the study. Additionally, the letter emphasized the assured of the participants. The covering letter also promised that all personal details such as names and emails will not be collected and that complete confidentiality will be maintained. The questionnaire contained 30 questions in total, categorized into four sections.

2. DATA ANALYSIS AND INTERPRETATION

This chapter focuses on the analysis and interpretation of the quantitative data collected from the survey in order to arrive at a solution to the research problem.

A. SURVEY

Aim: To study the correlation between 'media violence and preference of such exposure'.

Objectives:

- To see if there is a correlation between frequency of violent media content on the level of comfort while watching violent media content
- To compare if there are any gender based or age based differences in tolerance and levels of comfort with violent content.
- Frequency of exposure of Violent Media content per day with engagement in physical aggression
- To comprehend people's understanding regarding the dangers of violent content.

Sample Size: A group of 110 18-30 year olds were taken as a sample.

Method: The method used is the convenience sampling method.

Questionnaire- The questionnaire survey method was used in this research process to collect the required information. The questionnaire is divided into four parts. The first is regarding demographical information such as age, gender and such, the second part is about the participant's preferences of movies and TV shows. The third part is about to measure their knowledge on media inspired real life crimes. The final section is an introspective section asking them what they think of media's role in influencing public, and if learning about media violence and its dangers would stop them from watching such content. The final section also includes suggestions suggested by the respondents to make media a better safe and healthier medium for content.

Objective 1 – Is there is a relationship between the frequency of exposure to media violence and the level of comfort while watching said media violence?

The study aims to determine if there is a relationship between the frequency of exposure to media violence and the level of comfort while watching said media violence

Hypothesis - There is a significant relationship between the frequency of exposure to violent content and the level of comfort while watching violent content.

Table 1. Cross tabulation of frequency of violent media content on the level of comfort while watching violent media content

Frequency of exposure to violent content per day	Very Comfortable	Comfortable	Neutral	Not Comfortable	Not Comfortable at all	Total
Never	3 (16%)	0	2 (12%)	6 (33%)	7 (39%)	18
Under 1 hour	12 (20.6%)	3 (5.17%)	18 (31.03%)	18 (31.03%)	7 (12.17%)	58
1 to 2 hours	6 (25%)	7 (29.16%)	9 (37.5%)	2 (8.3%)	0	24
3 to 4 hours	3 (50%)	0	2 (33.4%)	0	1 (16.6%)	6
More than 4 hours	4 (100%)	0	0	0	0	4
Total	28	10	31	26	15	110

As we can see from the above table the participants who viewed violent content on media platforms for more than 4 hours showed the highest level of comfort while watching it. This can be attributed to the normalization of on screen violence due to desensitization of violent content on media channels due to more exposure of it.

Similarly majority of those who never watch violent content [voluntarily] chose not comfortable at all, showing that there is no normalization or desensitization of the content over them.

Table 1(a). Chi Square Test

Tools	Value	Df	Asymptotic Significance [2 sided]
Pearson Chi Square	54.439	16	<0.001
Likelihood Ratio	52.569	16	<0.001
N of Valid Cases	110		

The Pearson Chi square test yields a Chi square value of 54.439 with 16 degrees of freedom and an asymptotic significance of less than 0.001, which means that the hypothesis can be accepted at the 0.05 significance level. This suggests that there is a significant relationship between the frequency of exposure to violent content and the level of comfort while watching said media violence.

The Likelihood ratio test also yields a similar result, with a value of 52.569 and an asymptotic significance of less than 0.001. This reflects similar results as the Pearson Chi Square test.

Objective 2 – Is there a relationship between the frequency of exposure to violent media content and the levels of engagement in physical aggression?

The study aims to examine whether there is a relationship between the frequency of exposure to violent media content and the levels of engagement in physical aggression.

Hypothesis - There is a significant relationship between the frequency of exposure to violent content and the levels of engagement in physical aggression.

Table 2. Cross Tabulation of Frequency of exposure of Violent Media content per day with engagement in physical aggression

Frequency of exposure to violent content per day	Never	Often	Rarely	Sometimes	Very Often	Total
Never	11 (61.3%)	2 (11%)	3 (16.7%)	1 (5.5%)	1 (5.5%)	18
Under 1 hour	27 (46.55%)	2 (3.44%)	20 (34.48%)	8 (13.79%)	1 (1.72%)	58
1 to 2 hours	10 (41.66%)	1 (4.16%)	6 (25%)	6 (25%)	1 (4.16%)	24
3 to 4 hours	1 (16.6%)	1 (16.6%)	0	4 (66.7%)	0	6
More than 4 hours	0	2 (50%)	0	2 (50%)	0	4
Total	49	8	29	21	3	110

In the above table we can see that the participants who are exposed to less violent content are less likely to engage in physically aggressive behaviors. The participants who often watched violent content for more than 4 hours are likely to engage in more physically aggressive behavior. This shows a significant relationship between frequency of exposure to violent content with levels of engagement in physical aggressive behavior.

Table 2.a Chi Square Test

Tools	Value	Df	Asymptotic Significance [2 sided]
Pearson Chi Square	34.730	16	0.004
Likelihood Ratio	31.124	16	0.013
N of Valid Cases	110		

Since the p-value for the Pearson Chi-square test is 0.004 (>0.05), we fail to accept the null hypothesis and conclude that there is a significant relationship between the frequency of exposure to violent content and the levels of engagement in physical aggression.

The Likelihood Ratio test yielded a value of 0.013, which is again less than 0.05. As, the results of the likelihood ratio test are consistent with the Pearson Chi square we can reject the null hypothesis and accept the alternative hypothesis.

Objective 3 – Is there gender based differences in the level of comfort while watching violent media content?

The study aims to examine the gender based differences in the level of comfort while watching violent content.

Hypothesis - There are gender based differences in the level of comfort while watching violent content.

Table 3. Cross Tabulation of gender based differences in the level of comfort while watching violent media content.

Gender	Very Comfortable	Comfortable	Neutral	Not Comfortable	Not Comfortable at all	Total
Female	4 (8%)	3 (6%)	17 (34%)	19 (38%)	7 (14%)	50
Male	23 (39.65%)	7 (12.06%)	14 (20.8%)	5 (8.6%)	8 (13.7%)	58
Non-Binary	1 (50%)	0	0	0	1 (50%)	2
Total	28	10	31	24	16	110

From the table above we can see that the majority of male sample 39.65% were very comfortable with watching violent content than the female sample 8% who were very comfortable with watching said content. This can be attributed to many reasons, some of which being the environment the sample is raised in, and the societal structures that dictate men are tougher and more tolerant than women while dealing with sensitive content.

Table 3.a Chi Square Test

Tools	Value	df	Asymptotic Significance [2 sided]
Pearson Chi Square	26.507	8	<.001
Likelihood Ratio	28.837	8	<.001
N of Valid Cases	110		

The Pearson Chi Square test yielded an asymptotic significance less than 0.001, which is lesser than the 0.05. This indicates a significant relationship between gender and the level of comfort while watching violent content. The likelihood ratio is also consistent with the Pearson Chi square, hence we can reject the null hypothesis and accept the alternative hypothesis.

Objective 4 – Is there gender based differences on normalization of violent content?

The study aims to examine gender based differences on normalization of violent content.

Hypothesis- There is a significant relationship between gender and normalization of media violence.

Table 4. Cross Tabulation of Gender based differences on normalization of violence

Gender	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagree	Total
Male	3 (6%)	10 (20%)	23 (46%)	7 (14%)	7 (14%)	50
Female	8 (13.79%)	16 (27.58%)	17 (29.31%)	7 (12.06%)	10 (17.24%)	58
Total	11	26	40	14	17	108

From the above table we can see that the majority of both male 46% and female 29.31% sample responded with neither agree nor disagree, when asked if violent content is being normalized these days. This can be attributed to the exposure of the content on individuals and their respective behavioral changes, such as desensitization and normalization while watching violent content on media platforms. It is interesting to note that the female sample 13.79% in comparison to the male sample 6% strongly agreed that there is a normalization of violence on media platforms

Table 4.a Chi Square Test

Tools	Value	Df	Asymptotic Significance [2 sided]
Pearson Chi Square	16.560	8	.035
Likelihood Ratio	12.534	8	.129
N of Valid Cases	110		

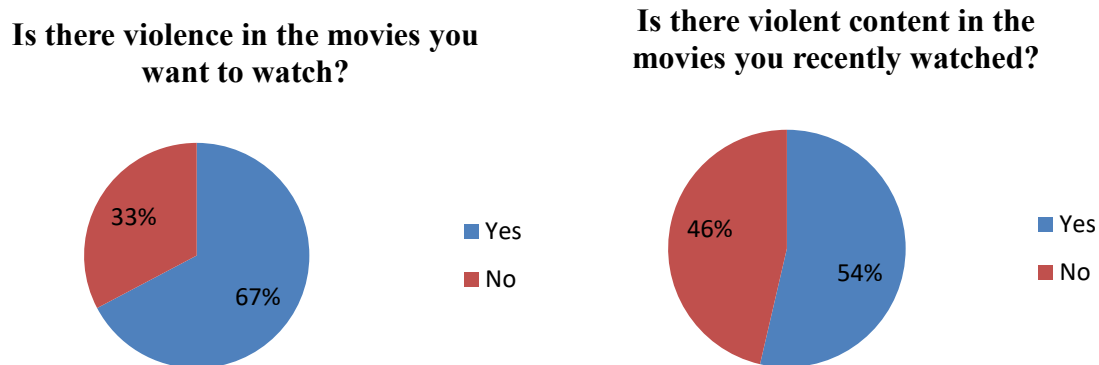
The Pearson chi square yielded a result of 0.35 which is lesser than 0.05, this shows that there is a significant relationship between gender and normalization of watching violent content.

However, the likelihood ratio test yielded a value of .129 which is higher than the significant level. This contradicts that there is a significant relationship between the two variables.

As of now, we can neither accept nor reject the hypothesis, more research needs to be done in this area to find a significant relationship.

Objective 5 – Is there a rising likability or preference for violent content?

Fig 1. Graphical representation of preferences towards violent content



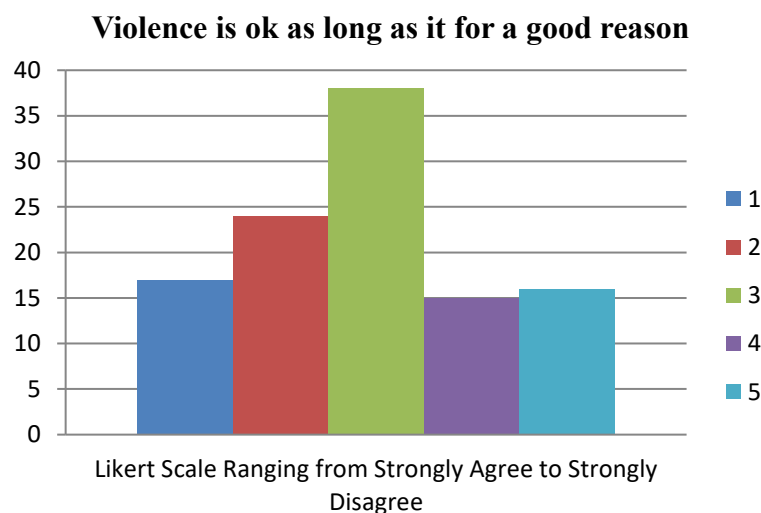
From the above graphs we can see that in section A, 67% of respondents are anticipating to watch movies that have violent content. Whereas 33% do not.

Similarly, in section B, a majority of 54% of the respondents have preferred to watch movies that have violent content over the rest of the movies. Meanwhile, the rest, 46% did not prefer to watch violent content.

This can be attributed to the preferences of the respondents and their likability or tolerance towards violence.

Objective 6 – Is there a growing trend of accepting violence as normal and necessary?

Fig 2. Likert scale representation of sample response to, ‘Violence is okay as long as it is portrayed for good reason’



From the graph above we can see that the average ranking of the likert scale is 2.90 which indicates that there is a greater agreement that violence is considered ok as long as it is for a good reason.

3. SUMMARY OF FINDINGS

From this study, we have come upon some results, they are as follows

1. We learnt that there is a significant relationship between the duration of exposure to violence and the level of comfort while watching violent content. The longer one watches violence, the more comfortable they become while watching it. This reinforces the findings of cognitive priming theory.

2. We learnt that there is a significant relationship between the frequency of exposure to violent content and the levels of engagement in physical aggression. The participants who were exposed to more violence practiced more physical aggression than the other participants.
3. We learnt that there is a significant relationship between gender and comfort level of watching violent content. This shows that there is a gender based difference in the level of comfort while watching violent content on media.
4. We also learnt that there is a growing preference for violent content in entertainment platforms. A majority of participants showed anticipation to watch violent content in movies.
5. We also saw that a majority of the people agreed that violence is considered okay as long it is for a good reason.

4. SOLUTIONS TO THE RESEARCH PROBLEM

The survey included questions asking the respondents to choose the best ways to

- a. Protect themselves from media violence
- b. Media's role to ensure that there are no negative effects on the audience

For question (a) The majority of the respondents replied with 'Focus on the theme/ act more than how the act is done. This indicates that the majority of participants feel that media can inspire further violence or negatively effect people by detailing the act and explaining which makes it easier for the act to follow.

For question (b) The majority of the respondents replied that 'Censoring violent content and giving disclaimers' can be effective in ensuring the content does not negatively effect the respondents.

As a majority of movies on OTT platforms are free to access to anyone including children who are proved to be more effected by such content, can easily get effected by the gore that the media showcases. Thus, giving disclaimers, censoring the sensitive content and putting up age restrictions can be effective to lessen the negative impact of media violence.

Some possible solutions to tackle media violence and its effects on inspiring more violence could be;

1. Community-Based Restorative Justice Programs - These programs aim to address harm caused by violence by involving the community in the restorative process. By bringing together victims, offenders, and community members, these programs aim to repair harm and prevent future violence. One example of a successful community-based restorative justice program is the Restorative Justice Hub in New Zealand, which has been shown to reduce reoffending and improve community safety (Braithwaite, 2002)
2. School-Based Violence Prevention Programs - These programs aim to prevent violence in schools by implementing a range of strategies, such as conflict resolution training, anti-bullying programs, and mental health services. One example of a successful school-based violence prevention program is the Olweus Bullying Prevention Program, which has been implemented in several countries and has been shown to reduce bullying and increase positive school climate (Ttofi, 2012)
3. Media Literacy Education - Media literacy education teaches individuals how to critically analyze media messages and understand the potential impact they can have on society. By providing individuals with the skills to interpret media messages, they can be better equipped to recognize and resist negative influences. One example of a successful media literacy program is the Media Smarts program in Canada, which has been shown to increase critical thinking skills in children and reduce their susceptibility to advertising (Flewitt, 2018)
4. Media industry self-regulation: Many media companies have implemented policies or guidelines to reduce the amount of violence in their content. For example, the Motion Picture Association of America has a rating system that takes into account the level of violence in movies, and the National Association of Broadcasters has guidelines for TV broadcasters that recommend limiting the amount of graphic violence and gore. While the effectiveness of self-regulation is debated, some studies have shown that it can be effective in reducing the amount of violence in media(Freedman, 2002)
5. Reducing exposure: Several countries have implemented restrictions on media violence to reduce children's exposure to it. For example, in Australia, the government has implemented a rating system for movies and video games that takes into account the level of violence, and prohibits the sale or rental of R18+ content to minors.

Studies have shown that these restrictions can be effective in reducing the negative effects of media violence (Anderson C. A., 2003)

5. CONCLUSION

The normalization of media violence and desensitization of the consequences of such acts has many negative and harmful effects on the audience. The rise in the violence on news stories, mainstream television shows, movies and even cartoons is being left unchecked, which is affecting the public and helping in directly cultivating those opinions in them. The glorification and association of gore, violence and sensitive content has become a trending strategy by media creators in order to commercialize and attract more people. The sensationalism of these content has left the audience desensitized and shook their self moral and perception regarding media violence. As this study has shown there is an increase in likability of violent media content. This is often associated with excitement and anticipation which has become problematic.

The irresponsible content creation while dealing with sensitive topics can have huge consequences as seen in the case of the Murder of Shradha Walker, where the murderer has followed the criminal act by following the steps of a media character, Dexter. Violence breeds Violence and it is important to ensure that media ensure that it doesn't effect any more lives. Mass media platforms should exercise caution and keep in mind the impact of such content on the general audience. Putting up age restriction on various apps, OTT platforms will ensure that no individual, especially a child will have access to such content. Censoring the sensitive content or giving disclaimers can alert the sensitive watchers and prepare them for the scenes or allow them to skip the scenes.

Restrictions or limiting the amount of violence in media can also help decrease the exposure over the audience. Instead of showcasing the detailed methods to commit a violent or criminal act, just implying or indirectly showing it would be enough. Instead of showing the act being committed, the media creators can use alternative methods, to show the consequence of the act being committed.

This research helped identify the different variables that affect the public at large regarding the concepts of war and peace. This research has helped bring out the differences in gender groups on their opinions on media violence and their corresponding behavior.

Despite much research in this area, it all falls upon individuals' responsibility and media creator's responsibility along with the policy makers to ensure that entertainment is safe, healthy and not provocative and inspiring more violence.

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