



Impact of Global Media on Social Attitudes of Female Students

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Abstract

Global Media or Global communication is the term used to describe ways to connect, share, relate and mobilize across geographic, political, economic, social and cultural divides. With the advent of technology physical boundaries no more matters. We can have an easy access across the globe by the use of different media like e-papers, websites, social media and search engines. People are seen flocked around different mediums to get information about happenings around the globe. The present study focuses to know the Impact of Global Media on social attitudes of female students. The study was conducted on 200 females of the age group 19-24 years in Meerut city. In this study, samples for study were collected from 4 girls' degree colleges of Meerut city. The responses of the females were recorded by interview method. Based on the response the result was analyzed and represented in the tables.

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Keywords : Global media, Social attitude, Female students, Communication, Social networking sites

Introduction: The Global Media are known to have great potential in communicating knowledge, skills and transforming attitudes effectively. Global media or Global communication is the term used to describe ways to connect, share, relate and mobilize across geographic, political, economic, social and cultural divides. It redefines soft and hard power as well as information power and diplomacy in ways not considered by traditional theories on international relations. It is a powerful, informative, socializing and motivating force. Nowadays Global Media has been the important part of one's life from shopping to electronic mails, education and business tool. Global media includes e-papers, websites, social networking sites and blogs where people can easily get information about happenings around the globe. Since the emergence of these social networking sites like Twitter and Facebook as key tools for news, journalists and their organizations have performed a high-wire act. These sites have become a day to day routine for the people. Global media has been mainly defined to refer to "the many relatively inexpensive and widely accessible electronic tools that facilitate anyone to publish and access information, collaborate on a common effort, or build relationship.

Nowadays, global media including social media has become a new set of cool tools for involving young peoples. Many young people's day to day life are woven by the social media.

Youngsters are in conversation and communication with their friends and groups by using different media and devices every day.

Research Methodology: Global Media highly affects the Social attitude of a person as stated by the earlier studies. In this research paper the aim is to study the Impact of Global Media on social attitudes of female students. The study was conducted on 200 female students of the age group 19-24 years in Meerut city. In this study, samples for study were collected from 4 girls' degree colleges of Meerut city. R.G. Girls P.G. college, I.N. P.G. College, K.L. PG College and Shaheed Mangal Pandey Girls PG College were selected to collect the data. Fifty female students were selected randomly from each college. The responses of the females were collected by interview method. Based on the response the result was analyzed and represented in the tables.



Impact of Global Media on social attitudes of female students have been observed in the six aspects, these are: knowledge about Global Media, increasing knowledge by Global Media, the role of Global Media to increase the extent of knowledge, influence of Global Media on social attitudes, feeling of universal brotherhood promoted by Global Media and Global Media motivates the society to oppose social evils. Effects on these aspects are presented in the following tables:

1. **Knowledge about Global Media:** All the respondents have knowledge about Global Media.
2. **Increasing knowledge by Global Media:** All of the 100 % respondents have accepted that their knowledge has increased due to Global Media.
3. **The role of Global Media to increase the extent of knowledge:** What is the role of Global Media to increase knowledge for respondents, facts on this dimension are presented in the following table:

Table 1

Sr.No	Increase in the extent of knowledge by Global Media	No. of Respondents	%
1	Very much increasing	60	30
2	Much increasing	128	64
3	Very less increasing	12	06
	Total	200	100

The above table shows that 30% of respondents have accepted that there is very much increased by Global Media, 64% of the respondents have accepted that their knowledge is much increased by Global Media and 6% of the respondents have accepted that their knowledge is increased very less by Global Media.

Thus, the fact show that majority of the respondents (64%) are those who have accepted that their knowledge much increased by Global Media and a very small group (6%) has accepted that their knowledge has increased very less by Global Media.

4. **Influence of global media on social attitudes:** How far is the Global Media may have varying impact on Social attitudes of respondents, facts on this dimension are presented in the following table:

Table 2

Sr.No	Influence of global media on social attitudes	No. of Respondents	%
1	Always	54	27
2	Sometimes	142	71
3	Never	04	02
	Total	200	100

The above table shows that 27% of the respondents accepted that their social attitude always influenced by Global Media, 71% of the respondents have accepted that they are sometimes influenced and only 2% of the respondents have accepted that their social attitudes never influenced by Global Media.

Thus, the facts show the majority of the respondents (71%) have accepted that their social attitudes is sometime influenced by Global Media and a very small section (2%) has accepted that their Social attitudes never influenced by Global Media.

5. **Feeling of Universal brotherhood promoted by Global Media:** The global media is said to create feeling of universal brotherhood. How far global media promoted feeling of respondents about universal brotherhood, facts on this dimension are presented in the following table:



Table 3

Sr. No	Feeling of Universal Brotherhood Promoted by Global Media	No. of Respondents	%
1	Always	45	22.5
2	Sometimes	146	73
3	Never	09	4.5
	Total	200	100

The above table shows that 22.5 % of the respondents have accepted that Global Media always promoted their feeling of Universal brotherhood, 73% of the respondents have accepted that Global Media sometimes promoted and 4.5% of the respondents have accepted that Global Media never promoted their feeling of universal brotherhood.

Thus, the fact show that majority of the respondents (73%) have accepted that Global Media sometimes promoted their feeling of universal brotherhood and a very small group (4.5%) has accepted that Global Media never promoted their feeling of Universal brotherhood.

6. Global Media motivates the society to oppose social evils: How far Global Media motivates the respondents to oppose social evils, facts on this dimension are presented in the following table:

Table 4

Sr. No	Global Media motivates to oppose Social Evils	No. of Respondents	%
1	Always	50	25
2	Sometimes	126	63
3	Never	24	12
	Total	200	100

The above table shows that 25% of the respondents have accepted that Global Media always motivate to oppose social evils, 63% of the respondents have accepted that Global Media sometime motivates to oppose social evils and 12% of the respondents have accepted that Global Media never motivates to oppose social evils.

Thus, the fact show the majority of respondents (63%) have accepted that Global Media sometimes motivate to oppose social evils and a small group (12%) has accepted that Global Media never motivates to oppose social evils.

Findings on impact of Global Media on social attitudes of female students may be summarized as follows:

1. All the respondents have knowledge about Global Media.
2. All the respondents have accepted that their knowledge has increased due to Global Media.
3. Majority of respondents (64%) are those who have accepted that their knowledge has much increased by Global Media and a very small group (6%) has accepted that their knowledge has increased very less by Global Media.
4. Majority of the respondents (71%) have accepted that their social attitudes sometimes influenced by Global Media and a very small section (2%) has accepted that their social attitudes never influenced by Global Media.



5. Majority of the respondents (73%) have accepted that Global Media sometimes promoted their feeling of universal brotherhood and a very small group (4.5%) has accepted that Global Media never promoted their feeling of universal brotherhood.
6. Majority of the respondents (63%) have accepted that Global Media sometimes motivates to oppose social evils and a small group (12%) has accepted that Global Media never motivates to oppose social evils.

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