PSYCHOLOGY AND MEDIA STUDIES: DERIVING THE OPTIMUM BENEFIT

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ABSTRACT

Media and psychology share an integral relationship between themselves which has been a matter of immense curiosity for human beings across the world. There have been quite a few attempts by media scholars as well as psychologists for delving deep into this relationship and arriving at solutions about how to improvise it in the light of the changing scenario both in the world of media and that of psychology. This is because media – whether it is mass, conventional, traditional or new is nothing but a highly sophisticated ‘mind game’. Here psychology plays a major role in determining how masses do or audiences would behave under certain circumstances and on being served with a certain kind of messages. Thus an examination of this relationship would help us immensely in further strengthening of the same and thereby being able to understand the emerging areas of the media influencing the masses and vice versa. This paper makes an effort to look into the relationship and the various nuances of how psychology and the different types of media and communication are influencing each other in the real world.

Field of research: Psychology, Media Studies

1. Introduction

“The media of today as a mass communicator has not only become the most important of the ‘four estates’, but has even acquired the power of setting the political, socio-economic, educational and cultural agenda of the country,” Justice GN Ray, Chairman of the Press Council of India.

“Communication is not only a system of information, but also an integral part of education and development” – Sean MacBride (Many Voices, One World).

In the world of media, it is aptly said that the switch is in our hands and the moment we do not like something, we can simply switch off the TV or radio set or put down the newspaper or magazine. Thus, it is matter of imagination how much efforts one has to put in for preparing and disseminating messages for mass consumption through the media. This involved the question of catching hold of attention of the people and also sustaining the same to the desired level. The challenge is much more enhanced by the fact there are thousands of other similar messages vying for attention at the same time for a space in that limited floor area already crowded, making its presence felt in a cut-throat dog-eat-dog competition.
In such circumstances, only those products or messages prepared with a good understanding of the human psychology can actually expect to emerge the winners in the ultimate analysis and long run. This is because whenever there is media it is all aimed at and dependent upon one’s ability to influence the human mind. It may be mass or individual or traditional / conventional media to the new media of the latest era.

Thus it would not be an exaggeration to say that mass media or mass communication enjoys a special relationship with Psychology that needs to be observed and studied from time to time. This will facilitate improvisation in communication and media’s efforts in disseminating information and messages to masses in any society in the world.

Further, it is also true that without a good understanding of psychological principles – at least that of basic level if not higher level ones – would go a long way in rendering media’s information dissemination job far more effective than anything else.

It may be mentioned here that sharing has long been established as one of the basic human activities. Researchers generally agree that there is a definite urge in people to share their emotional experiences whether positive or negative (Dogra, Verma, 2011) Being exposed to an emotional episode has a marked impact on seeking social contacts with others and on the cognitive activity related to eliciting situation (Dogra & Verma).

Then there comes the Agenda-Setting theory of mass media which means “to influence the salience of topics on the public agenda” (McCombs, p. 1) it is important from the point of view of the study here because this concept explores how media can influence the public domain of issues which may or may not be relevant to a big extent. This again calls for a psychological orientation of the public towards some specific causes or issues.

2. The Psychological Warfare

It is interesting to note that we have plenty of stories and folk tales in the Indian tradition which reiterate such a relationship in a vivid manner.

For example – the Upanishada story (India) about the Brahmin priest carrying a goat on his shoulders in which three thieves managed to convince the person that it was nothing but a dog after several persuasive conversations. Also, we all know about the episode that Uttara and Arjun’s son Abhimanyu failed to come out of the chakrabyuha in the great Mahabharata war for a specific reason. It is that while Abhimanyu was in the womb of his mother she was listening to the discussions about war strategy in the Pandava’s camp. However, Uttara went to sleep just before the portion of successfully coming out of the chakrabyuha was discussed and Abhimanyu missed this part.

It is also interesting to note that Goebels – Hitler’s publicity minister used a communication strategy somewhat similar to that of the Brahmin priest’s episode mentioned here that is – if, even a lie is repeated thousands of times finally it assumes the status of a ‘truth’.

That is why communication scholars have opined that ‘media is a magic multiplier’ and a very able and apt tool for a ‘psychological warfare’. Let us explain this for the benefit of everyone – As a carrier of messages - whether it is mass media, new media or traditional / folk media there is no competition to it
in the society, at least till now. Taking due as well as undue advantage of this enormous facility people or groups or anyone concerned try their best to reach out to the masses utilizing this tool. This may be of any issue – right from messages of Pulse Polio Immunization to phone account hacking by newspapers and media – anything at all.

Hence the secessionist or terrorist outfits the world over also try their best to take advantage of this facility by sending photographs and news items of sabotage activities carried out by them and claiming responsibility for such acts immediately after something is triggered off by them.

This serves a dual purpose – first of all lakhs and millions of people have come to know about their subversive activities and looking at the scale of destruction (by photographs published or video footage broadcast) a deep and widespread ‘fear psychosis’ is ingrained into the minds of the masses. Again, the name of that particular outfit becomes a household name for the masses.

This shows how various groups of people are trying to take advantage of the enormous reaching out capacity of mass media either for a positive cause or for a negative cause. This is what is called the ‘psychological warfare’ which is being used by the parties concerned far more widely nowadays.

Media is basically a ‘mind game’. This is because mass media’s popularity depends to a huge extent on the ability of the media contents to influence the minds of the masses by various techniques which can ultimately lead to empowerment of the minds of human beings.

The human mind is one of the most vulnerable commodities in the world and thereby it changes its own decisions quite frequently. This is a normal phenomenon which is experienced commonly while we can see people surfing channels in TV while sitting at home in a relaxed manner.

Further, in case of advertising commercials, it is a highly psychological challenge to be able to attract peoples’ attention and convert them to customers who would buy that specific product or service being convinced by a 10 / 15 second advertising spot.

It would be a waste of time to go about discussing the enormous reach and effect of media on the minds of the masses anywhere across the globe. Within the various forms of media it is the audio-visual media that leaves a much more far-reaching effect than any other media on the minds of human beings.

It is important to note that several leaders of western as well as Asian developed nations well understood the potential of far-reaching effects of films on masses which included Stalin (erstwhile USSR), the Japanese premier around the World War II among others.

These two nations made it a point to arrange production and distribution of films as a means of publicity of their political ideals and win over masses as an official policy. Even the noted filmmaker Akira Kurosawa made at least one such film for the Japanese government. And who does not know about the epic of ‘Battleship Potemkin’ of Eisenstein who was also patronized by the then government of USSR for making propaganda films.

3. Films And Psycho-Analysis
Psycho-analysis and cinema were born at the end of the nineteenth century sharing a common historical, social and cultural background shaped by the forces of modernity. Theorists commonly explore how psycho-analysis, with its emphasis on the importance of desire in the life of individual, has influenced cinema (Creed, 1998).

It is important to note here that psychoanalytic theorists did not simply consider cinema as a machine.

“The cinematic institution is not just the cinema industry .... it is also the mental machinery – another industry – which spectators accustomed to the media have internalized historically and which has adapted to the consumption of films” (Creed, 1998).

The above researchers also opined that cinema also may well have influenced psycho-analysis. This is because Freud – the father psychology drew on cinematic experiences for explaining several of his theories and concepts many of which were developed on ‘visual terms’. Also, Freud (who loved Sherlock Holmes) was aware; his case histories unfold very much like popular mystery novels of the kind that were also adopted by the cinema from its inception.

In the 1970s psycho-analysis became the key discipline called upon to explain a series of diverse concepts, from the way cinema functioned as an apparatus to the nature of screen-spectator relationship.

It was the Surrealists who were one of the first communities to extol the potential of cinema for giving shape to or making an effort for expressing the nuances of Freud’s theory of dreams and his concept of the unconscious. For this community, cinema with its special techniques such as dissolve, superimposition, and slow motion correspond to the nature of dreaming.

Many of Freud’s theories have been used in film theory – the unconscious, return of the repressed, Oedipal drama, Narcissism, castration, hysteria among others.

It is also important to mention here that the pre and post 1970s psycho-analytic theories treat cinema in two different ways. The pre 1970s theory concentrated on the film text in relation to its hidden or repressed meanings.

However, the post 1970s theory emphasized upon the crucial importance of cinema as an apparatus and as a signifying practice of ideology, the viewer-screen relationship in which the viewer was ‘constructed’ as transcendental during the spectatorial process.

The psycho-analytical discourses are also highly important from the point of view that cinema is ideological in that it creates an ideal, transcendental viewing subject by which he meant that cinema places the spectator, the ‘eye subject’ at the centre of the vision. The reality factor in cinema helps to create a viewer who is at the centre of representation.

Authorities concerned at different levels in government and international organizations believe that cinema possessed such influencing powers that a detailed and elaborate report of the World Health Organization (WHO) in 2004 argued that a number of popular Hindi movies which show actors smoking on screen could encourage youngsters into smoking.
Taking a cue from this, several years back the Union Ministry of Health and Family Welfare has banned ‘smoking scenes’ in feature films to be released in the country.

4. Advertising : Psycho-Demographic Analysis

“An advertiser must work hard to capture an audience’s attention by using words in a headline, a visual element or colour, or both that will be of interest to specific audiences,” Venden Bergh, Katz (1999).

The goal of an advertising campaign is to persuade the consumers to do something, usually to purchase a product for which the advertiser has to understand his or her audiences that necessitated both a demographic as well as psychographic study.

Attitude change often is a goal of advertising and marketing communication campaigns when there is evidence that such a change can lead to a corresponding change in behaviour. And obviously this is one of the hardest tasks being faced by an advertiser because to do so a set of new knowledge, feelings, and experiences have to be created by the advertisers which is a difficult task as ever.

Now there is this concept called ‘demographic’ profiling of the target audiences which means – study of structure, distribution, changes in population using descriptive and quantifiable characteristics like age, sex, race, marital status, education and geographical location etc. among others.

This is important because such demographic information about a target audience is often connected to perceptions, attitudes, and purchase behaviour on the basis of which we can profile some behavioural or psychological characteristics of our target audiences.

Here comes the highly important concept of psychographic analysis by which we do measure lifestyle – values, personality, attitudes, and the like. This can also be put in this manner – while demographics are the statistical representations of people, including age, sex, income, occupation and family, psychographics refer to people’s psychological variables, such as attitudes, lifestyles, opinions and personality traits etc.

Communication (advertising), rather effective communication aims at – motivating new behaviour, reinforcing existing positive behaviour and diffusing or neutralizing negative behaviour (Jethwaney, Jain, 2006).

5. News

News is a stressor on the human psyche, not only on vulnerable people like sufferers of Post Traumatic Stress Disorder (PSTD) as other studies have found. War journalism – the dominant form of journalism, which sells itself with political spin and the most frightening news of the day – contributes to lingering states like terror, shame and depression. It is a similar psychic mechanism to that triggered by dysfunctional experiences of early childhood. (McGoldrick, 2009).
Initiating serious deliberations on psychological effects of War journalism and Peace journalism McGoldrick further says that people feel frustrated that even in the present-day digital era there is a bombardment of images of war, terrorism and climate change rather than anything else. As a result if we switch off the TV or radio or drop the newspaper we are simply disconnected from a meaningful relationship with the wider world.

“News distorts our fundamental sense of what it means to be human,” Goldrick. The author further goes on to say that like therapy can adapt to help us to become aware of this – they can equip us with skills to challenge the messages, to process, juxtapose and re-combine the representations, and to create new meanings and roles for ourselves as global citizens, Peace journalism, which abounds in cues and clues to equip readers and audiences to negotiate their own readings, can have a therapeutic effect. If one chooses to be active one can create his own story and to do so would be to fulfill the aspirations for psychotherapy of its founders – Freud and Jung and to advance public service mission of the media.

The news is a consumer good above anything else (Bennett, 1983). In order to sell audiences to the sponsors, news must be ‘sold’ to the audiences in the first place. That is, the news product must fit into the audience’s social image, life styles and daily schedules. Thus, a lot of psychological considerations and estimation is involved with the whole process.

Further, not only that news is available to virtually everyone, but it is delivered in forms that are finely tuned to individual tastes, needs and self-images. It has invaded everyday life to the point that it has become associated with things that people build their identities around, including self-image, status concern and sense of community all of which involved at least some kind of a psychological orientation.

It is interesting to quote Hayden about his comments on the book ‘Cognitive Surplus: Creativity and Generosity in a Connected Age’ written by Clay Shirky,”it sometimes seems that the hardest thing to do in the information age is to communicate”.

6. Radio

While delivering the inaugural lecture in a literary programme in Assam once about a decade back, a prominent teacher of literature in a university in the state rued that the coming of the audio-visual media in the world has also brought in the far-reaching effect of impeding the quality of imagination among children’s minds. He also said that at the same time books or the print media had the capacity of creating an ethereal world in the minds of children and also adults alike through the effect of written words. This is also true to a big extent in case of radio. It is comparable to the scenario when if a person watches a movie adapted from a successful novel there seems to arise a feeling that the film could not exactly live up to the expectations.

This happens because when a person is reading or is listening to something he or she develops an imaginary world about that book or write up which is being read. In other words the activity of reading or listening leaves a lot of scope for a psychological exercise of imagination. But the same scope is hardly there in case of Television or cinema as everything is visually represented with little scope for imaginary development.
Of course, the audio-visual medium also allows the scope for a certain kind of imaginary psychological creativity which is quite different from that one developed from reading a book or listening to a radio programme.

All these are nothing but ‘mind games’ which need to be constantly updated, upgraded and developed for keeping track of what is happening and what not. The mad scramble for competition and a slice of the advertising pie in the world has been leading to cut-throat competition among products and service providers. This needs to be studied for understanding the complex process of persuasion of consumers for buying a certain product. This is important to inform this august gathering here that most of the major and established advertising agencies do employ at least one or a cell of able psychologists for preparing a psycho-demographic profile of the target audiences for their various products or services to be launched for each campaign.

This profile includes such interesting details like academic qualification status, caste, age, creed, sex, preferences, income level, rural / urban status etc. among others so that a feed forward can be prepared on the product or service to be launched and the product can be prepared as nearer as possible to the actual requirement of the targeted audience groups.

7. Media Manipulation

Media manipulation is a very powerful tool in the hands of interested persons who aim at changing the socio-economic priority-scale, reset political agenda and invoke broad-based popular legitimacy to support their goals (Mandelzis, Peleg, p. 79, Peace journalism).

This activity relies upon several aspects including propaganda, selective information, suppression of certain viewpoints, diversion of public attention which is based on the common assumption that general public has a limited attention span and a short memory.

This is another area of media that depends hugely on psychological state of the ‘unsuspecting’ audiences or masses for getting across their messages of manipulation for changing even the way societies at large would behave. This requires a major psychological strategy before undertaking it on such a large scale on the masses of any society or country at all.

Media manipulation refers to the use of media contents as well as the media itself towards fighting a war on some specific issues. This may happen at several levels. For example, during the Cold War years, media from both the blocs were abuzz with efforts for painting a negative picture of their rivals while at the same time trying to create a rosy positive and nice picture of their own self and also their allies.

This is also nothing but a psychological war game of trying to create a bad image of someone using media contents and space. This may happen in all the types of media – whether it is print, electronic or new media.

The fascination with psychologically influencing masses by hook or crook goes to such an extent that people do not even hesitate to take resort to unfair means to do so. Many of you may recall the famous episode in which an action photograph of the Israeli bombings of Palestine several years back had to be withdrawn after it was published because of ‘doctoring of the photograph’.
What happened was like this – the famous globally-acclaimed news agency – Reuters had supplied the photograph in question which was published by many newspapers who subscribed to it. Later on, after the photograph was published a blogger circulated around a message that the photograph was actually a ‘doctored’ one. When Reuters received a complaint regarding this, the photo journalist was asked about it and he admitted that it was so – that it indeed was a doctored one which led to withdrawal of the photograph with apologies.

What is interesting is the photo journalist’s statement that it was done for enhancing the photographs’ appeal to the masses and it was a routine practice does so with most of the photographs supplied to Reuters.

In media – whether it is mass media, new media or traditional or folk media, the psychological connection and idea is a must for enhancing the appeal of the messages. More so with the media in which direct face-to-face communication with masses is necessary to a big extent.

This is because in the ultimate analysis media is a psychological tactics – it is all about creating a positive image or impression about that certain product or service in the minds of the masses. Whoever is able to do so effectively would become more popular and dear for the masses rather than anyone else who could not do so that effectively. This activity can also be compared to the psychological warfare that we have mentioned above.

8. Information Revolution And Psychological Effect

This is the age of information revolution in which information has established itself as a special commodity that can enrich our minds and thereby our standard of living to a high extent. It also expands our mental horizons to a very high level.

Let us explain here how information revolutions at three different points of history of mankind have created far-reaching changes in our society.

The first one was during the middle ages ushered in by the invention of the printing press by Johannes Gutenberg in Germany. This has resulted in an end to the monopoly of the clergy over the already highly rare availability of books – prime sources of precious knowledge and made them available to any and everyone who could afford to procure them. And this opening up of the sources of knowledge contributed a lot towards the happening of the Renaissance movement in Europe which empowered the people of Europe of that era.

A similar kind of information revolution happened during the second to third decades of the last century initially in the West by which mass media were making a major inroad into the society with far-reaching impacts. The USA had over 700 radio stations way back in second half of the 1920s decade.

And the third information revolution that has changed the situation of the society today was in the last two decades of the last century which is still continuing in a way and providing us with immense benefits of flooding ourselves conveniently with information of all kinds.

9. Influencing The Minds : The Schemas Option
This is an interesting concept which is a set of facts that each of us assemble in order to be able to organize the information we have in our minds (Grasser, Millis & Long, 1960).

These are facts which we keep bundled in different categories suiting our requirements such as we do have it for – our self-image, every person we know, the roles we would have to play at different occasions, places, relationships, and also sort of script like situation which can also be called a roadmap for our future path.

We are taking up this concept because schemas was developed to explain how people interact ‘inter-personally’ and also more importantly as an explanation into ‘how people make sense of messages from media’. (Potter). Thus, an important amount of psychological mind game is involved in this aspect also because media have a sense of authoritarianism about them by which people usually tend to take those messages with a finality compared to those received from an interpersonal relationship.

It can be surmised from all the above facts that psychologists and researchers have changed the way we think about human minds. However, there are also people who believe that human mind itself has undergone changes over the past few decades and that this change is due to the influence of the media. (Potter)

It was Healy (1990) who argued in her book ‘Endangered Minds’ that children’s minds were altered by exposure to visual media, specially computer games. And recent studies suggest that intensive game playing actually redraws the brain’s neural maps, and that children who play a lot of computer games have cognitive strategies which are parallel not sequential.

Healy further goes on to say that such children who are used to video or computer games more than others are smarter than others in school but are less able to handle school and its requirements. As an explanation she offers that many of them may be having an overload of information because of the constant bombardment of messages by media by the time they enter school. Or they have been accustomed to a level of stimuli much higher than a teacher can actually provide. The researcher says that visual media is more responsible for this kind of a development in children.

In another series of discussions scholars argue that though most people think that advertisements are designed to convince people to buy products, in reality very little of advertisements have such an intention. However, the most prevailing intention of advertisements is reinforcement of the awareness about an already existing product. This is because people usually remember advertisements for products they already buy. Hence most of the effects of advertising is one of reinforcement of existing attitudes and behaviour. Thus, reinforcement is the powerful effect of advertising. Most of the advertisements are designed to make feel good about the products they already have bought so that they will buy them again (Potter, 2011).

10. Effects Of Media On The Minds

According to scholars and researchers media influences our minds in several definitive ways (Potter, 2011). This include:

**Cognitive type effect** by which media affects what we know by planting ideas and information into our minds most of times and may be the most prevalent media effect. This is not necessarily limited to
factual information only but we do acquire a great deal of social information from media. Further, when we do not have social models we need in our life, we can usually find them in the media.

**Attitudinal type effect** by which media creates andshapes our opinions, beliefs, and values. This can be both immediate as well as long term in nature.

Similarly, media can also affect us in emotional, physiological and behavioural sectors of our life. We live in a media-saturated environment and the effects are constantly happening to us as they shape our knowledge patterns, attitudes, emotions, behaviour etc. Also, one major effect of media on human minds is – reinforcement of our existing beliefs and behaviour.

11. Fear Appeal And Media

Fear appeals have been defined as messages that “cause fear focusing on the severity and probability of occurrence of a threat to induce the adherence to a recommended action (Witte, 1994 – p – 195 HCR, april, 2009).

Further, it is stated that most social cognitive theories about fear appeals suggest that providing threatening information is effective in motivating people to safer and recommended behaviour. This is one form of a psychological effort in communicating a fear about something and then offering a solution based on a psychological assumption of that fear psychosis again so that the masses go for buying a specific product.

Let me recall an example somewhat similar to this issue in discussion. About a decade back, a concept widely gained ground across the country in India that a certain variety of Hepatitis B was in spreading against whom vaccination should be administered as soon as possible. The vaccination itself was costly and a series of four doses had to be injected in gaps of certain periods for preventing it. And one can imagine the amount of business the drug companies for this specific injection must have done even if at least three quarters population of the country must have taken it fearing for their life in the long run.

At times even if it is not for advertising’s point of view the same may happen for creative reasons also. Many of us may well remember the panic situation created by Orson Welles’s radio drama on the invasion of aliens of the USA in the mid-1940s which was nothing but an artistic activity that resulted in a major cause of psychologically-challenging situation in that country.

12. Functions Of Communication

You have become familiar with the importance of communication in our life and thereby for the society as a whole. Communication is one of the major moving powers of the society and it performs a number of functions for us which are also based upon nothing but various psychological aspects of our life.

These are:

Information : We already know that communication is a two-way exchange of information between two or among a few persons. Thus it is quite natural that it
facilitates us to acquire information which benefits us directly or indirectly at different points of time. For example, if a person is feeling very happy due to a big achievement in his personal life he would naturally like to share this with family and friends. The recipient or receiver of this message or information may also like to say something in return and thus information keeps moving back and forth.

Instruction: In your life so far, can you say that you have learnt or experienced each and everything only from your parents, family members, friends and teachers and nothing from mass media. No, because media is such a vast and broad field that it encompasses each and every walk of life. Thus it instructs us how to move forward in our life, what to do under certain circumstances etc.

Entertainment: It is one of the foremost functions of media to provide us with various types of entertainment. Over the years this function has assumed for itself a lot of importance. So whenever we mention the term ‘communication’ or ‘mass communication’ the image of this specific function actually comes to our mind immediately. This function is very important because it helps us to relax and fulfill our intellectual necessities by engaging in communication in the form of cinema, drama, sports etc.

Integration: Communication is a great agent of integration of masses anywhere in the world cutting across differences in gender, class, educational status etc. Let us cite an example to clarify it further. In the days prior to the introduction of a common educational system throughout the country there was hardly any national integration worth the name for the whole nation. But the introduction of a common system of education and language of instructions all over the country has led to a feeling of ‘unity and integrity’ among the people.

Debates and discussions: You must have noticed everyday that whatever topic is mentioned prominently by media it becomes instantly popular as a source of all of our debates and discussions. In other words we can say that communication actually decides what the masses will discuss in social as well as in their private life by focusing on specific issues out of so many issues or topics.

This activity can also be termed as the function of Agenda-Setting. This means putting before the masses certain issues or subjects for discussion out of so many issues or subjects of importance. In a meeting or discussion, a list of topics to be discussed is fixed beforehand which is called agenda. The same applies in this regard also.

Persuasion: Communication is a highly effective means for persuading the masses about any issue. It plays an important role in changing the mindset of people with the help of the magic of printed words, broadcast contents or simply by a person-to-person face-to-face communication which are far more persuasive than anything else.

Cultural promotion: This is a major function of communication because it facilitates exchange of cultural aspects among human beings, groups, societies and nations as a whole at various stages of time. Mass media like TV, Radio, films etc. facilitate the
showing of cultural aspects of ethnic groups, societies, nations to a worldwide audience and thereby spreading of culture to a global audience.

An important aspect needs to be mentioned here that we must not see all these functions in isolation and treat them as completely independent of each other. This is because all these functions are integrally connected with each other and we can’t exactly pinpoint where one function ends and another begins. This also reflects how much psychological influence media exerts on us on a day-to-day basis.

13. Conclusion

It has been reflected from above discussions that no amount of words is sufficient to explain the integral relationship between psychology and media – be it mass media, new media or conventional media. A close study of this relationship shall offer new and interesting grounds on various emerging aspects of the relation in the near and distant future. This would help us bring in a lot of positive changes into the mutual relationship through a constant flow of research and re-looking of the different aspects. As the concepts in the world of media itself are changing fast, a deep and thoughtful examination of the issues would deliver the goods towards creating a better relationship between the two. This in turn would have a far-reaching impact upon mankind for all the eras to come. The bottom line is that – this kind of studies help us in devising new ways of utilizing the media for an improvement and betterment of the life of human beings in the society through a judicious use of psychologically-engineered means of enhancing the relation between the human beings and the media. This can be utilized for upgrading the life of human beings in this material world to the optimum extent.

Acknowledgement

This paper was prepared by the researcher by himself without the support of cash or any kind from any organization or funding agency.

References


