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The Influence Of Television As A Social Force

Introduction

Man expresses his nature by creating and recreating a firm which controls and guide his behavior in diverse ways. The organization is responsible for the satisfaction of the life of every member of the society. People in the contemporary society face challenges and positivism, and their behaviors tested from problems with media like television one of them. Television is one of the vehicles that channels entertainments, news, information, promotion messages, and educational programs to the society. (Moore, 2000)

Televisions are having a significant influence on the community as a whole. The inclusion of such media into social settings within community and organizations is having an impact on one's social interaction with the rest of the society. It is evident from existing pieces of literature that a television since their inception has served as a social force in our society as a whole. For a long time, stations have assisted by increasing the socialization amongst generations, families, and individuals. It is a bridge between the digital and generational gap. Within the same homestead, it is now to bring about privatization within people and family life against the collectiveness.

As a social force, television has a significant contribution to the world of sociology. From a sociological point of view, there is a better understanding and insights of the today's society. Therefore, in this paper, the argument is centered on the influence of television as a social force. My investigation will cover the socialization, interactions, privatization, and individualization as a result of television viewing as the main concepts. With digital inclusion mandatory in the world for digital television, there is

the need to know how the society is impacted both positively and negatively for better and harmonious living with such devices. (Bovill, Moria and Livingstone, 2001)

THE INFLUENCE OF TELEVISION AS A SOCIAL FORCE

Traditionally, the family unit was essential for identity, love, belonging, and security with nuclear family as a practical purpose. In the recent past, the trend has changed considerably. The exposure to televised objects and news in the contemporary society has brought about diversity and complexity of personal relationships leading to the questions about the future of the present day families. There has been a decline in the collective approach in the society with a more individualistic approach at the rise. Chesley, 2005 Households are spending a little time together while most of the rest time is dedicated to watching programs and news updates. For this reason, it is worth noting that the society's position has completely changed since the evolution and increased use of the same. Along the rising trend in individualism, the televised programs are more into people's daily routine than before. Some of the most profound dynamics under the influence of television as a social force include: increasing divorces, women participation in the labor force, low birth rates, fluctuating marriages, and single parenting. (Chesley, 2005)

Digital communication, in general, has affected the community in various ways and forms a 'basis for future social behavior.' It is agreeable that at the moment, human interactions are now mediated if determined by the portability of devices or by situations. (Plowman, et al. 2008) The benefits to the society have had changed the meanings of 'family time.' It has created a platform for enhancing varied forms of social interactions, allocation of time, and access to information. With the recent models connecting to CPUs and acting like computers, the 'electronic gaming' consoles and does not bring social isolation but at the end enhance full integration into the existing peer groups. (Moore, 2000) With the use of a computer, it makes it easier for performing tasks and thereby creating more leisure time allowing

individual to be more flexible and free. The additional time in one's life increase the social interactions. The positivity with such technology is the shared experience. (Church et al. 2010)

Whether or not televised materials impedes or facilitates social interactions within the society, the influence mostly relies on the media in question. The social control can be either internal or external depending on the content disseminated. By internal means towards the individuals themselves while external includes even the non-living in the society. According to Church et al. 2010, the new era in television are changing the way people understand, entertain, facilitate and learn privatization of some social activities from the screen. (Bovill, Moria and Livingstone, 2001) It is an important learning site for teenagers and children where they see and participate in reliable tasks cultivating a cultural value and roles sensitivity. The kids use television for self-expression, entertainment, function, and communication thus it prepares them for life with technological tools. The immediate impact is the intellectual and social development among the older children. The television therefore while at home not only aid in social interactions but at the same time plays an essential function in their lives. (Moore, 2000) Television is a prime example of how media sanctions social cohesiveness among friends and families in the community. Television viewing is a 'social activity' and the concept of 'family night' is common among families watching together. More television talks establish social interaction and active communication within the 'topic of conversation.' The parents and their kids are brought together as they can watch and play games together in collaboration while communicating together. (Bovill, Moria and Livingstone, 2001)

To add more weight to the ever changing dynamics, most of the societies are suffering from 'time squeeze.' With that, for example, in the Irish society, there is a shift in the tempo and that increased intensity of time and speed as well as pacing is evident. Such changes "have affected family life." According to Chesley 2005, the only remaining social functions that society does perform are tension management, socialization of kids, and consumption. The drastic changes in the intimate

connection lead to depleting levels of commitment towards the welfare of maintaining the ties and kinships. The alteration of the societal linkages combined with the individualization result to the emergence of different entities and biographies loosening the entire and moral reason behind collectiveness. Domestication serves as the best term to illustrate the influence of television as a social force. The domestic technologies aid the society in their routines and alter patterns of interactions and cultural norms. According to Baillie, Lynne and David Benyon 2008, there is a correlation between the introduction of televised materials and the distinctions in communication. With a daily domestic program and routines, they are becoming 'intrinsic part of contemporary life.' The adaptation of the same has had different influences. They outlines that it potentially change the level and quality of relationships. (Baillie, Lynne and David Benyon, 2008)

Conclusion

It has been noted that the new technologies result to 'technologisation of childhood.' (Plowman, et al. 2010) The childhood inherence from the past is different with the modern one. The modern society is 'technology-driven,' and the childhood that results are full of toxicity. As noted earlier, their linguistic, artistic, cultural, social isolation and intellectual growth are at risk. Apart from the sociological point of view, the domestication puts the future generation at the risk of becoming overweight and obese. In the end, it is clear that televised materials are most relevant when all the necessary precautions are put in place.

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