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THE DARK SIDE OF VISUAL ENTERTAINMENT MEDIA: UNVEILING ITS IMPACT ON AGGRESSIVE BEHAVIOUR

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ABSTRACT

This research investigates the relation between visual entertainment media and aggression in the youth. The research study is an exploratory study assessing the factors which contribute towards aggressive behaviour amongst young people who are exposed to media violence portrayed through various sources of visual entertainment media. Qualitative data was gathered through interviews with 30 respondents, categorized into three groups: undergraduate students, postgraduate students, and teachers, with 10 participants in each. This segmentation facilitated a better understanding of how various age groups analyse and respond to the subject. The information gathered from the interview was examined using NVIVO. The social/cognitive theories were explored and applied to comprehend the behaviour patterns/aggression. Findings -Based on the interviews conducted for our research, it has become evident that visual entertainment media holds significant influence, often leaning towards the negative spectrum. Our findings indicate that such media can notably impact individuals' behaviour and personality, prompting changes therein. Participants emphasized the necessity of implementing restrictions or guidelines concerning the content consumed, particularly emphasizing the importance of this for individuals at impressionable ages, as exposure to certain content during this developmental stage can potentially alter personality and behaviour trajectories. Research implications-The implications of our research highlight the significant influence of visual entertainment media on individuals' behaviour and personality, particularly emphasizing its potential negative impact. Implementing age-appropriate restrictions or guidelines for media consumption is crucial, especially for impressionable individuals, to mitigate potential alterations in personality and behaviour trajectories. Additionally, fostering an understanding of the distinction between fantasy and reality within media content is essential for navigating its effects on individuals' perceptions and actions.