

# A Study of Mass Media in Imparting Sex Education Among Adolescents

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**Abstract:** The present paper is an attempt to examine of mass media in providing sex education among as both are very important elements influencing their whole life. Education about sex is a vast term of education approximately sexual anatomy and reproduction in humans, sexual intercourse, duplicate fitness and responsibilities, birth control elements of sexual behaviour in humans. When adolescents are looking for knowledge but lack personal experience or interpersonal guidance, they turn to the media as a source of information. Descriptive survey method is used for existing investigation and sample of from 100 school students by using purposive and random sampling technique from Bathinda city. The role of media in providing sex education Scale developed by Mandeep Kumar (2010). From the data analysis, the researcher concluded that majority of youngsters are aware of term 'Sex education'. From the investigation of information, the researcher concluded that majority of adolescents are aware about term 'sex education'. They assume intercourse education have to provide in schools.

**Keywords:** Mass Media, sex education, Adolescents.

Education is the method of obtaining knowledge and collecting statistics that impacts our values, our beliefs, competencies and behavior. The college students' gaining knowledge of surroundings, character, and possibilities decide the profession selections as they pick out. Majority of kids are privy to term 'sex education'. They suppose intercourse education ought to provide in faculties. High percentage of youngsters has tremendous responses towards sex schooling. This indicates that stage of intercourse schooling is slight among children. While books and manuscripts have existed for centuries before the 1920s, the phrase "mass media" was first used in reference to the national radio networks, mass-stream newspapers, and magazines that emerged at that time.

## Sex Education

Sex education encompasses a wide range of topics, including human sexual anatomy, sexual reproduction, sex, duplicate health and responsibilities, and the role of contraception in human sexual behaviour. In 1936, Wilhelm Reich commented that sex training turned into a work of deception focusing on biology even as concealing pleasure arousal, that is that pubescent man or woman, is by and large inquisitive about.

## Mass Media

Mass media is any form of media used in communication to superior audiences. Mass media is essential part of information and incorporates a vast audience. The means for communicating information have extended greatly over the years. The term "mass media" was first used in the 1920s with the introduction of national radio networks, widely read newspapers, and magazines. However, mass media such as books and manuscripts had existed for centuries before to this, thus their appearance was not exceptional.

## Adolescents

The phrase "Adolescents" comes from adolescere is a Latin word that indicates that 'to develop to maturity' (Rice, 1999). It is used to describe the increase that happens between adolescence and maturity. Many changes and difficult situations take place in the duration of this time of boom and maturation.

## Review of Literature

Sexually transmitted infections composed with HIV are maximum commonplace among younger humans aged 15-24 and it's been predictable that half of all HIV infection international have took place amongst human beings aged much less than 25 years (international Health Organization, 1995). Friedman (1993) located that the look at indicated that younger humans frequently have much less get admission to records, offerings and resources than folks who are older. Wallace & Warner (2002) discovered that coaching approximately birth control use will encourage students to emerge as sexually active at a more youthful age and encouraged youthful sexual experimentation. Somers & Surmann (2004) is proof that suggests college students were disillusioned with the schooling they may be receiving. Ethier et al., (2009) found that there was a right away correlation between low ranges of emotional balance and excessive charges of risky sexual conduct among adolescent.

## Objectives of the Study

1. To assess the level of sex-education among adolescents.
2. To study the role of mass media in imparting sex education among adolescents.

## Hypotheses of the Study

1. There is no significant difference in emotional intelligence and career decision making students of senior secondary school.
2. There is no significant difference in emotional intelligence and career decision making of government and private senior secondary school students.

## Research Method

The descriptive survey method is used in this study

## Sampling

For the present study 100 students of 9<sup>th</sup> class are selected from school of Bathinda city.

## Scales to be Used

The role of media in providing sex education Scale developed by Mandeep Kumar (2010).

## Statistical Tools

Qualitative data analysis was done.

## Analysis and Interpretation of Data

These finding indicate that majority of the adolescents feel mass media is an important source of sex education. The questionnaire's items number 12, 13, 16, 17, 18, 19, and 20 are about how the media helps educate teenagers about sex. Seventy percent of teenagers, both male and female, concur that they utilize the media to learn about issues linked to sex. Adolescents (boys and girls) think that the media has a beneficial influence on sex education in 70% of cases, and in terms of sex relation knowledge, 57% of adolescents (boys and girls) feel that the media is crucial.

The result indicates that majority of adolescents (76% boys & girls) are aware about sex education. They (76% boys & girls) think school should provide sex education. Majority of adolescents got information regarding sex and sexual health primarily from media sources (cable TV, magazines, newspapers, movies, internet and radio), then secondly from school education program, peer group/ classmates and friends.

## Conclusions

From the analysis of data, the researcher concluded that majority of adolescents are aware about term 'sex education'. They think sexual education should provide in schools. High percentage of adolescents has positive responses towards sex education. This indicates that level of sex education is moderate among adolescents.

The majority of adolescents believe that sex education may be obtained from the media. The majority of teenagers concur that the media has a beneficial impact on their sexual education, and both boys and girls feel that the media is crucial in delivering information on sexual relations. The majority of teenagers first learned about sex and sexual health from media (cable TV, magazines, newspapers, movies, internet, and radio), followed by school instruction programs, friends, and peer groups. When adolescents lack interpersonal guidance and first-hand experience in the field of study, they are most reliant on the media for information. Given the current situation, where teenagers may readily access and evaluate mass media content, it is the moral duty of educators to help them make moral decisions by guiding them toward what is desirable and undesirable.

### Education Implications

1. Sex education awareness programs may be organised by school.
2. Talks by doctor/health specialist/psychologist with adolescents.
3. To increase awareness about sex education, radio, T.V, cable T.V, newspapers, magazines, internet and booklets should be used.

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