

Media, Communication and popular culture shaping public consciousness among youth -A study

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Abstract

In the current era of the digital revolution and globalization, the role of media, communication and popular culture on societal dynamics is constantly increasing. Today, the youth of the country are rapidly gravitating towards new media platforms that serve as primary architects of their thoughts, behaviors, opinions, and worldviews. Nowadays, these tools have become the primary lenses through which the decision making is perceived. The sociological impact of such media consumption demands a serious academic investigation to understand how it impacts the traditional values. This research paper aims to examine this phenomenon through a descriptive study employing mixed (Qualitative and Quantitative analysis technique) method. Primary data was collected using structured schedule, selected by random sampling from a census of 3000 students across all the departments of I.K Gujral Punjab technical University, Kapurthala. The main objective of the study is to empirically evaluate how contemporary communication, media and popular culture shape critical aspects of the student personality, including environmental awareness, social consciousness, family values, and the national interests. Finally, this study explains how these factors contribute to the broader formation of public consciousness among the young generation.

Keywords: Media, Communication, Popular culture, Globalization, Traditional values and Consciousness.

Introduction

Communication is a dynamic process in which the sender's thoughts, feelings, and messages are conveyed to the receiver through various verbal, non-verbal, written, auditory, and audio-visual channels. Communication is the exchange of information and the transmission of meaning (Katz&Kahn,1978,p.428).It is the very essence of a social system of an organization .Today's communication has evolved from ancient palm-leaf manuscripts to the digital revolution. The medium plays a crucial role in this communication process, and we refer to this medium as "media." Today, media has reached a global level through films, music, TV shows, social media, sports, fashion, and web series, which are collectively known as popular culture.

Media

In contemporary society, media is not merely a means of sharing information but also profoundly influences the thoughts, behavior, and consciousness of young people. According to Kozłowska, A. (2008), the function of media is not only to provide information but also to encourage specific behaviors through persuasion. In today's digital media age, the time young people spend on social media and OTT platforms plays a crucial role in shaping their thoughts and behaviors.

Popular culture

Popular culture refers to the set of ideas, practices, and traditions that are shared and favored by a large segment of society at a particular time. According to Macgarth, it is the common ground where most individuals in a society adopt similar perspectives and values. Parker (2011,p.247-270) believes that its accessibility to all segments of society stems from the fact that it does not require any specific background. Crossman (2017) states that music, films, web series, social media, sports, fashion, and food have now become more than just consumer goods; they have become a new medium of communication. This is the culture of the people, which expresses itself every day through our way of life, our conversations, our clothing, and our eating habits.

Interrelation between Communication, Media and Popular culture

Communication, media, and popular culture share an inseparable relationship. While media serves as a means of transmitting ideas, messages, and information from one person to another, and from one place to another, through various channels, these very media forms-films, television, music, dance, social media, OTT platforms, etc. are also manifestations of popular communication. They disseminate diverse values, ideologies, behaviors, ideas, social and global issues, folk traditions, and popular culture from one individual to another, from one society to another, from one country to another, and ultimately, across the entire world.

Media theories

This study is based on the media theories given below:

- i. **Cultivation Theory (George Gerbner, 1976):** This theory states that people who consume a lot of media (Print, Electronic-TV, social media, OTT etc.) gradually begin to see and believe what the media portrays. For young people, popular culture (fashion, lifestyle, language) becomes their reality.

- ii. **Agenda-Setting Theory (McCombs and Shaw, 1972)** : This theory suggests that the media doesn't tell us what to think, but rather what to think about. For example - If a particular issue (such as mental health, crime or climate change) is trending in popular culture, it becomes a top priority for youth. The media sets the agenda for young people's priorities through 'hash tags' and 'trends'.

Objectives of the study

- i. To examine how media platforms and popular culture help in developing environmental awareness and social responsibility among students.
- ii. To analyse media communication and popular culture are changing traditional family values and national identity among youth.

Research -Questions (R.Q)

- i. Do media platform and popular culture help in developing environmental awareness and social responsibility among students?
- ii. Are media communication and popular culture changing traditional family values, spiritual beliefs and national identity among youth?

Significance/Rationale of study

In today's era of globalization, where the world's population is rapidly increasing, young people constitute the largest segment of the global population. Our country also has the world's largest young population. Youths play a crucial role in the progress of any nation, as they will eventually hold the reins of power. In today's digital age, it is essential to understand the thoughts, perspectives, consciousness, and behavior of young people, who are heavily influenced by media, communication, and popular culture. This study is important not only from an academic perspective but also for gaining a better social and psychological understanding. The aim of this research is to explore how media, popular culture, and communication are influencing the social attitudes, lifestyles, identities, family values, consumer behavior, spiritual beliefs, and national discourse of today's youth, so that society, the nation, and the world can better understand their perspectives.

Limitations of Study

When collecting data for the study, challenges such as student unavailability, students not taking the survey seriously, and a lack of resources for collecting large amounts of data arise, this could potentially affect the study.

Review of Literature

1. **Sushma Rawath. S, Dr. Satish Kumar & Venkatesh Kumar (2019).**
 - **Topic-** A study on Impact of social media on youth.
 - **Aim-** To understand social media usage ,patterns and their impact on young people.
 - **Methodology-** Descriptive approach based on primary data through structured questionnaire. The study is quantity in nature.
 - **Findings-** The study shows that social media has both positive and negative effects on youth.
2. **Santosh,T D(2025)**
 - **Topic-** Media and its role in shaping youth culture and identity; A sociological study.
 - **Aim-** To explore how media particularly the social media influence the cultural- values, self-identity; and social behaviour of youth.
 - **Methodology** -Comparative Research design with mixed methods (Qualitative and quantitative) Surveys, interviews observation have been used to collect primary data.
 - **Findings** –The study looked into how media exposure affected their perceptions, social roles,and interactions with peers and society.
3. **S, Sumadevi (2023)**
 - **Topic-** Impact of social media on youth: comprehensive analysis.
 - **Aim-**To draw light on the impact of social media on various aspects of young people's lives.
 - **Methodology** -This study is based on secondary data sources. A thorough examination of relevant research and existing literature like; journals ,articles, websites ,blogs and books.
 - **Findings** - The study focused on how social media impacts education, self- expression, identity formation, and job development, among other elements of young people's life.
4. **Gabriela Piechaczek-Ogierman(2018)**
 - **Topic-** Media, pop-culture in the process of shaping The Identity of youth.
 - **Aim-** To examine media, pop-culture in the process of shaping the identity of youth.
 - **Methodology** - Diagnostic method used in this study.
 - **Findings-** This study shows that youth in the final stage of adolescence judge the reality in a critical way.

5. Shanta Barman, Dr.Gautam Dakua(2024)

- **Topic-** Studies on social media and its impact on youth: Exploring real-world consequences.
- **Aim-** To research the multifaceted impacts of social media on youth, with a focus on how it influences social participation, academic achievement, mental health, and interpersonal relationships.
- **Methodology** -Extensive literature reviews and empirical research method.
- **Findings-** The study examines how social media platforms impact young people's sense of self, identity formation, emotional regulation, interpersonal connections, and social support networks. The study also examines the potential risks associated with excessive social media use.

6. Dr. Abhishek Kumar Singh (2022)

- **Topic-** A study of popular culture and its impact on youth's cultural identity.
- **Aim-** To examine how modern and traditional elements affect the next generation's development of cultural identity.
- **Methodology** –An article selected as a focal point to illustrate pop culture and how it is portrayed in youth served as the basis for this qualitative research approach. Primary data gathered using a questionnaire using a 5-point Likert scale.
- **Findings-** This study looks at how a new culture has emerged in society based on perception and experience that fortifies the identity of the youth group.

The studies mentioned above clearly demonstrate that modern media and communication tools are not merely sources of information, but also major factors in shaping people's thinking, especially among young people. Following a review of these studies, this study will attempt to determine how media, communication and popular culture are shaping, controlling, or altering the collective thinking of youths.

Methodology

Design /Approach	Sample	Population/Area of study
Mixed methods (Qualitative and Quantitative) based on descriptive study .	Random sampling(Using 5-point Likert scale based structured schedule) process	100 students (50 Male And 50 Female) of IKGPTU, Kapurthala.

Data Collection

Primary data	Secondary data	Ethical Considerations
Through structured schedule based on 5-point Likert scale.	Through existing studies, papers, journals, books and all other materials related to topic.	Informed consent of departments and students. Confidentiality has been maintained.

Data analysis and Interpretation**Demographic distribution of population (Table– 1)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	50	50.0	50.0	50.0
	Female	50	50.0	50.0	100.0
	Total	100	100.0	100.0	

Interpretation: Table-1 shows that the total sample size of population is 100 students, comprising 50 Male and 50 female students.

Departments (Table -2)

	Departments	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Civil Engineering	10	10.0	10.0	10.0
	Maths & Physics	10	10.0	10.0	20.0

Mechanical Engg.	10	10.0	10.0	30.0
Management	10	10.0	10.0	40.0
Food Science	10	10.0	10.0	50.0
Chemistry	10	10.0	10.0	60.0
Journalism & Mass Comm.	10	10.0	10.0	70.0
Computer Science Engg.	10	10.0	10.0	80.0
Electrical Engg.	10	10.0	10.0	90.0
Hotel Management	10	10.0	10.0	100.0
Total	100	100.0	100.0	

Interpretation: Data which are given in Table- 2, denote about 10 departments of IK Gujral PTU.10 students were randomly selected from each departments.

R.Q.1- Do media platform and popular culture help in developing environmental awareness and social responsibility among students?

i) **Media Platforms and popular culture have made you more aware about environmental issues -**

Table-3.1

			Media Platforms					Total
			Print Media	Electronic	Social Media	OTT	All	
R.Q1.i) Media Platforms and Popular culture have made you more aware about environmental issues.	Strongly Disagree	Count	0	1	2	3	0	6
		% Media platforms and popular culture have made you more aware about environmental issues.	0.0%	16.7%	33.3%	50.0%	0.0%	100.0%
		% within Media Platforms	0.0%	16.7%	3.4%	15.8%	0.0%	6.0%
	Disagree	Count	1	0	1	3	0	5
		% Media Platforms and popular culture have made you more aware about environmental issues.	20.0%	0.0%	20.0%	60.0%	0.0%	100.0%
		% within Media Platforms	50.0%	0.0%	1.7%	15.8%	0.0%	5.0%
	Neutral	Count	0	2	12	3	4	21
		% Media Platforms and popular culture have made you more aware about environmental issues.	0.0%	9.5%	57.1%	14.3%	19.0%	100.0%
		% within Media Platforms	0.0%	33.3%	20.3%	15.8%	28.6%	21.0%
	Agree	Count	1	3	31	8	6	49
		% Media platforms and popular culture have made you more aware about environmental issues.	2.0%	6.1%	63.3%	16.3%	12.2%	100.0%
		% within Media Platforms	50.0%	50.0%	52.5%	42.1%	42.9%	49.0%
	Strongly Agree	Count	0	0	13	2	4	19
		% Media Platforms and popular culture have made you more aware about environmental issues.	0.0%	0.0%	68.4%	10.5%	21.1%	100.0%
		% within Media Platforms	0.0%	0.0%	22.0%	10.5%	28.6%	19.0%

Total	Count	2	6	59	19	14	100
	% Media Platforms and popular culture have made you more aware about environmental issues.	2.0%	6.0%	59.0%	19.0%	14.0%	100.0%
	% within Media Platforms	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square test

	Value	Df	Asymp. (2-sided)	Sig.
Pearson Chi-Square	25.754 ^a	16	.058	
Likelihood Ratio	21.947	16	.145	
Linear-by-Linear Association	.210	1	.646	
N of Valid Cases	100			

The projected count of a.20 cells (80.0%) is fewer than 5. A count of at least .10 is anticipated.

Interpretation:

The data examines the relationship between various media platforms (Print, Electronic, Social Media, OTT (popular culture), and a combination of all) and their effectiveness in increasing environmental awareness among students (Total N=100).

1. Dominance of Social Media:

Social Media is the most influential platform, accounting for 59% of the total participants. Within the Social Media category, a significant majority (approx. 74.5%) either "Agree" or "Strongly Agree" that the platform has made them more aware of environmental issues.

2. Platform Comparison:

OTT Platforms: While having a smaller user base in this sample (19%), the majority of its users also fall into the "Agree" or "Strongly Agree" categories.

Minimal impact of Print and Electronic Media: These platforms show very low engagement levels (2% and 6% respectively), suggesting they are less effective or less used by the target demographic for environmental information.

3. Statistical Analysis (Chi-Square Test):

The Pearson Chi-Square value is 25.754 with significance (p-value) of .058. In academic research, the standard threshold for significance is usually $p < .05$. Since .058 is slightly above this threshold, the association between specific media types and awareness levels is technically not "statistically significant" at the 95% confidence level, though it shows a strong trend.

The footnote mentions that 80% of cells have an expected count of less than 5, which indicates that the sample size may be too small for the Chi-Square test to be entirely robust.

R.Q.1 Do media platform and popular culture help in developing environmental awareness and social responsibility among students?

ii) The media and popular culture make you sensitive to social issues -

Table: 3.2

			Media Platforms					Total
			Print Media	Electronic	Social Media	OTT	All	
R.Q1.ii) The media	Strongly	Count	0	1	6	3	0	10

and Popular culture make you sensitive to social issues.	Disagree	% within The media and Popular culture make you sensitive to social issues.	0.0%	10.0%	60.0%	30.0%	0.0%	100.0%
		% within Media Platforms	0.0%	16.7%	10.2%	15.8%	0.0%	10.0%
	Disagree	Count	2	2	4	5	1	14
		% within The media and popular culture make you sensitive to social issues.	14.3%	14.3%	28.6%	35.7%	7.1%	100.0%
		% within Media Platforms	100.0%	33.3%	6.8%	26.3%	7.1%	14.0%
	Neutral	Count	0	1	17	6	5	29
		% within The media and popular culture make you sensitive to social issues.	0.0%	3.4%	58.6%	20.7%	17.2%	100.0%
		% within Media Platforms	0.0%	16.7%	28.8%	31.6%	35.7%	29.0%
	Agree	Count	0	2	25	2	5	34
		% within The media and popular culture make you sensitive to social issues.	0.0%	5.9%	73.5%	5.9%	14.7%	100.0%
		% within Media Platforms	0.0%	33.3%	42.4%	10.5%	35.7%	34.0%
	Strongly Agree	Count	0	0	7	3	3	13
		% within The media and popular culture make you sensitive to social issues.	0.0%	0.0%	53.8%	23.1%	23.1%	100.0%
		% within Media Platforms	0.0%	0.0%	11.9%	15.8%	21.4%	13.0%
Total	Count		2	6	59	19	14	100
	% within The media and popular culture make you sensitive to social issues.		2.0%	6.0%	59.0%	19.0%	14.0%	100.0%
	% within Media Platforms		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	27.521 ^a	16	.036
Likelihood Ratio	25.856	16	.056
Linear-by-Linear Association	1.766	1	.184
N of Valid Cases	100		

The projected count of a.18 cells (72.0%) is fewer than 5. A count of at least .20 is anticipated.

Interpretation:

The data presented in Table 3.2 explores the relationship between different media platforms (Print, Electronic, Social Media, OTT, and All) and their role in making students sensitive to social issues.

Social Media Dominance: Out of the 100 participants, 59% primarily use social media. Within this group, a significant majority (25 students "Agree" and 7 "Strongly Agree") feel that these platforms enhance their social sensitivity.

Response Distribution: A total of 47% of students either "Agree" (34%) or "Strongly Agree" (13%) that media and popular culture positively impact their awareness. However, a large segment (29%) remains "Neutral," indicating a significant number of students are either indifferent or unsure of the influence.

Disagreement levels: 24% of the total respondents expressed disagreement (14% "Disagree" and 10% "Strongly Disagree"). Interestingly, of those who "Strongly Disagree," 60% are social media users, suggesting that social media content can sometimes be perceived as superficial or ineffective for certain individuals.

Statistical Significance: The Chi-Square test gives a Pearson Chi-Square value of 27.521 with a significance level

(Asymp. Sig.) of .036. Since this value is less than 0.05, it indicates a statistically significant relationship between the choice of media platform and the level of social sensitivity developed.

R.Q.2 Are media, communication and popular culture changing traditional family values and national identity among youth?

i) Media and Popular culture redefines traditional family roles-

Table- 4.1

			Media Platforms					Total
			Print Media	Electronic	Social Media	OTT	All	
R.Q2. i) Media and Popular culture redefines traditional family roles.	Strongly Disagree	Count	0	0	4	5	0	9
		% within Media and Popular culture redefines traditional family roles.	0.0%	0.0%	44.4%	55.6%	0.0%	100.0%
		% within Media Platforms	0.0%	0.0%	6.8%	26.3%	0.0%	9.0%
	Disagree	Count	1	2	5	3	2	13
		% within Media and Popular culture redefines traditional family roles.	7.7%	15.4%	38.5%	23.1%	15.4%	100.0%
		% within Media Platforms	50.0%	33.3%	8.5%	15.8%	14.3%	13.0%
	Neutral	Count	1	1	24	4	7	37
		% within Media and Popular culture redefines traditional family roles.	2.7%	2.7%	64.9%	10.8%	18.9%	100.0%
		% within Media Platforms	50.0%	16.7%	40.7%	21.1%	50.0%	37.0%
	Agree	Count	0	1	18	4	2	25
		% within Media and Popular culture redefines traditional family roles.	0.0%	4.0%	72.0%	16.0%	8.0%	100.0%
		% within Media Platforms	0.0%	16.7%	30.5%	21.1%	14.3%	25.0%
	Strongly Agree	Count	0	2	8	3	3	16
		% within Media and Popular culture redefines traditional family roles.	0.0%	12.5%	50.0%	18.8%	18.8%	100.0%
		% within Media Platforms	0.0%	33.3%	13.6%	15.8%	21.4%	16.0%
Total		Count	2	6	59	19	14	100
		% within Media and Popular culture redefines traditional family roles.	2.0%	6.0%	59.0%	19.0%	14.0%	100.0%
		% within Media Platforms	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.700 ^a	16	.190
Likelihood Ratio	20.154	16	.213
Linear-by-Linear Association	.026	1	.871

N of Valid Cases	100		
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The projected count of a.18 cells (72.0%) is fewer than 5. A count of at least .18 is anticipated.

Interpretation:

The research question (in Table 4.1) explores whether media and popular culture are redefining traditional family roles. The data is broken down by media platforms: Print, Electronic, Social Media, and OTT.

1. General Perception:

Out of the total 100 respondents, 41% agreed or strongly agreed (25% Agree + 16% Strongly Agree) that media is redefining traditional family roles.

37% remained neutral, indicating a significant portion of the youth is unsure or believes the impact is balanced. 22% disagreed or strongly disagreed (13% Disagree + 9% Strongly Disagree).

2. Platform-Specific Insights:

Social Media: This is the most influential platform. Out of the 59 people who primarily use social media, 18 "Agreed" and 8 "Strongly Agreed" with the statement. It accounts for the largest share of the "Neutral" (24) and "Agree" (18) categories.

OTT Platforms: Users of OTT (like Netflix, Prime Video) show a leaning towards agreement, with 19 total users, where 7 people (roughly 37%) agreed or strongly agreed.

Print and Electronic Media: These have the lowest representation in the sample (2% and 6% respectively), suggesting their influence on the youth regarding family values is perceived as minimal compared to digital platforms.

3. Statistical Significance (Chi-Square Test):

The Pearson Chi-Square value is 20.700 with a significance (p-value) of .190.

In statistics, a p-value higher than 0.05 (like .190) indicates that the results are not statistically significant.

This means there isn't a strong enough mathematical link to prove that the choice of media platform directly causes a change in the perception of family roles across this specific group.

R.Q.2 Are media communication and popular culture changing traditional family values and national identity among youth?

ii) Media platforms and Popular culture have isolated family members even within the home -

Table-4.2

			Media Platforms					Total
			Print Media	Electronic	Social Media	OTT	All	
R.Q.2.ii)Media platforms and popular culture have isolated family members even within the home.	Strongly Disagree	Count	0	0	4	1	0	5
		% within Media platforms and popular culture have isolated family members even within the home.	0.0%	0.0%	80.0%	20.0%	0.0%	100.0%
		% within Media Platforms	0.0%	0.0%	6.8%	5.3%	0.0%	5.0%
	Disagree	Count	0	0	0	1	2	3
		% within Media platforms and popular culture have isolated family members even within the home.	0.0%	0.0%	0.0%	33.3%	66.7%	100.0%
		% within Media Platforms	0.0%	0.0%	0.0%	5.3%	14.3%	3.0%
	Neutral	Count	0	0	9	8	2	19
		% within Media platforms and popular culture have isolated family members even within the home.	0.0%	0.0%	47.4%	42.1%	10.5%	100.0%
		% within Media Platforms	0.0%	0.0%	15.3%	42.1%	14.3%	19.0%
	Agree	Count	0	1	32	5	3	41

		% within Media platforms and popular culture have isolated family members even within the home.	0.0%	2.4%	78.0%	12.2%	7.3%	100.0%
		% within Media Platforms	0.0%	16.7%	54.2%	26.3%	21.4%	41.0%
	Strongly Agree	Count	2	5	14	4	7	32
		% within Media platforms and popular culture have isolated family members even within the home.	6.3%	15.6%	43.8%	12.5%	21.9%	100.0%
		% within Media Platforms	100.0%	83.3%	23.7%	21.1%	50.0%	32.0%
Total	Count		2	6	59	19	14	100
	% within Media platforms and popular culture have isolated family members even within the home.		2.0%	6.0%	59.0%	19.0%	14.0%	100.0%
	% within Media Platforms		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	34.949^a	16	.004
Likelihood Ratio	33.977	16	.005
Linear-by-Linear Association	2.082	1	.149
N of Valid Cases	100		

The projected count of a.19 cells (76.0%) is fewer than 5. A count of at least .06 is anticipated.

Interpretation:

The research focuses on the given Table 4.2, which interpret -

High Level of Agreement: Out of 100 respondents, a significant majority—73% (41% Agree + 32% Strongly Agree)—believe that media platforms are causing isolation within the family unit.

Platform Dominance: Social Media is perceived as the primary driver of this isolation. It accounts for 59% of the total responses across all levels of agreement.

Minority Dissent: Only 8% of respondents (5% Strongly Disagree + 3% Disagree) feel that media does not contribute to family isolation, while *19%* remain neutral.

OTT and Other Media: OTT platforms contribute to 19% of the total perception of isolation, indicating that streaming content is also a notable factor in "phubbing" (ignoring others in favor of a phone/screen).

Statistical Significance (Chi-Square Test):

Pearson Chi-Square Value: 34.949 with 16 degrees of freedom.

Significance (p-value): The Asymp. Sig (2-sided) value is .004.

Since the p-value (0.004) is less than the standard alpha level of 0.05, the results are statistically significant. This indicates a strong association between the type of media platform and popular culture used and the perceived level of family isolation.

R.Q.2 Are media communication and popular culture changing traditional family values and national identity among youth?

- iii) **The media and Popular culture enhance your understandings on national issues-**

Table- 4.3

			Media Platforms					Total
			Print Media	Electronic	Social Media	OTT	All	
R.Q.2.iii) The media and popular culture enhance your understandings on national issues.	Strongly Disagree	Count	0	1	4	2	0	7
		% within The media and popular culture enhance your understandings on national issues.	0.0%	14.3%	57.1%	28.6%	0.0%	100.0%
		% within Media Platforms	0.0%	16.7%	6.8%	10.5%	0.0%	7.0%
	Disagree	Count	1	1	3	0	4	9
		% within The media and popular culture enhance your understandings on national issues.	11.1%	11.1%	33.3%	0.0%	44.4%	100.0%
		% within Media Platforms	50.0%	16.7%	5.1%	0.0%	28.6%	9.0%
	Neutral	Count	0	1	7	9	2	19
		% within The media and popular culture enhance your understandings on national issues.	0.0%	5.3%	36.8%	47.4%	10.5%	100.0%
		% within Media Platforms	0.0%	16.7%	11.9%	47.4%	14.3%	19.0%
	Agree	Count	1	3	32	6	5	47
		% within The media and popular culture enhance your understandings on national issues.	2.1%	6.4%	68.1%	12.8%	10.6%	100.0%
		% within Media Platforms	50.0%	50.0%	54.2%	31.6%	35.7%	47.0%
	Strongly Agree	Count	0	0	13	2	3	18
		% within The media and the popular culture enhance your understandings on national issues.	0.0%	0.0%	72.2%	11.1%	16.7%	100.0%
		% within Media Platforms	0.0%	0.0%	22.0%	10.5%	21.4%	18.0%
Total		Count	2	6	59	19	14	100
		% within The media and popular culture enhances your understandings on national issues.	2.0%	6.0%	59.0%	19.0%	14.0%	100.0%
		% within Media Platforms	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	29.921^a	16	.018
Likelihood Ratio	28.337	16	.029
Linear-by-Linear Association	.053	1	.818
N of Valid Cases	100		

The projected count of a.19 cells (76.0%) is fewer than 5. A count of at least .14 is anticipated.

Interpretation:

The study surveyed 100 participants to gauge their opinions on how different media platforms (Print, Electronic, Social Media, OTT, and a combination of all) influence their understanding of national issues.

Overall Sentiment: A significant majority of respondents feel positively about media's role. Out of 100 participants, 65% either "Agree" (47) or "Strongly Agree" (18) that media enhances their understanding.

Platform Dominance: Social Media is the most influential platform, with 59% of the total respondents identifying it as their primary source. Within the "Agree" and "Strongly Agree" categories, Social Media users represent the largest share (32 and 13 respondents respectively).

Neutrality and Disagreement: 19% of respondents remained neutral; with the highest concentration of neutral responses coming from OTT users (47.4% of OTT users were neutral). Only 16% of the total sample disagreed or strongly disagreed with the statement.

Statistical Significance: The Chi-Square test shows a Pearson Chi-Square value of 29.921 with a p-value (Asymp. Sig.) of .018. Since the p-value is less than 0.05, the relationship between the type of media platform and popular culture used and the level of understanding of national issues is statistically significant.

R.Q.2 Are media communication and popular culture changing traditional family values and national identity among youth?

iv) Media and Popular culture promote a sense of nationalism -

Table- 4.4

			Media Platforms					Total
			Print Media	Electronic	Social Media	OTT	All	
R.Q.2.iv) Media and Popular culture promote a sense of nationalism.	Strongly Disagree	Count	0	0	0	1	1	2
		% within Media and Popular culture promote a sense of nationalism.	0.0%	0.0%	0.0%	50.0%	50.0%	100.0%
		% within Media Platforms	0.0%	0.0%	0.0%	5.3%	7.1%	2.0%
	Disagree	Count	0	0	6	1	5	12
		% within Media and Popular culture promote a sense of nationalism.	0.0%	0.0%	50.0%	8.3%	41.7%	100.0%
		% within Media Platforms	0.0%	0.0%	10.2%	5.3%	35.7%	12.0%
	Neutral	Count	1	0	31	10	4	46
		% within Media and Popular culture promote a sense of nationalism.	2.2%	0.0%	67.4%	21.7%	8.7%	100.0%
		% within Media Platforms	50.0%	0.0%	52.5%	52.6%	28.6%	46.0%
	Agree	Count	1	2	13	4	3	23
		% within Media and Popular culture promote a sense of nationalism.	4.3%	8.7%	56.5%	17.4%	13.0%	100.0%
		% within Media Platforms	50.0%	33.3%	22.0%	21.1%	21.4%	23.0%
	Strongly Agree	Count	0	4	9	3	1	17
		% within Media and Popular culture promote a sense of nationalism.	0.0%	23.5%	52.9%	17.6%	5.9%	100.0%
		% within Media Platforms	0.0%	66.7%	15.3%	15.8%	7.1%	17.0%
Total		Count	2	6	59	19	14	100

	% within Media and Popular culture promote a sense of nationalism.	2.0%	6.0%	59.0%	19.0%	14.0%	100.0%
	% within Media Platforms	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	27.981^a	16	.032
Likelihood Ratio	26.641	16	.046
Linear-by-Linear Association	8.153	1	.004
N of Valid Cases	100		

The projected count of a.19 cells (76.0%) is fewer than 5. A count of at least .04 is anticipated.

Interpretation:

The cross-tabulation table (Table 4.4) explores the relationship between different media platforms and their perceived role in promoting nationalism among a sample of 100 respondents.

Social Media Dominance: Out of the 100 respondents, a significant majority (59%) identify Social Media as their primary platform. Within this group, while 31 respondents (52.5%) are neutral, a combined 22 respondents (37.3%) "Agree" or "Strongly Agree" that it promotes nationalism.

Overall Sentiment: The largest single group across all platforms is "Neutral" (46%), followed by "Agree" (23%) and "Strongly Agree" (17%). Only a small fraction (14%) disagree or strongly disagree.

Electronic Media: Interestingly, 66.7% of those who primarily use electronic media "Strongly Agree" that media promotes nationalism, suggesting that traditional electronic formats (like TV news) may have a more concentrated impact on nationalistic sentiment than newer digital formats.

Statistical Significance: The Chi-Square Test table shows a Pearson Chi-Square value of 27.981 with an Asymptotic Significance (p-value) of .032. Since the p-value is less than 0.05, it indicates a statistically significant relationship between the type of media platform and popular culture used and the perception of nationalism being promoted.

R.Q.2 Are media communication and popular culture changing traditional family values and national identity among youth?

v) Hate (foul) speech in media hinders healthy national discourse -

Table: 4.5

			Media Platforms					Total
			Print Media	Electronic	Social Media	OTT	All	
R.Q.2.v) Hate(foul) speech in media hinders healthy national discourse.	Strongly Disagree	Count	0	0	1	1	0	2
		% within Hate(foul) speech in media hinders healthy national discourse.	0.0%	0.0%	50.0%	50.0%	0.0%	100.0%
		% within Media Platforms	0.0%	0.0%	1.7%	5.3%	0.0%	2.0%
	Disagree	Count	0	1	4	2	1	8
		% within Hate(foul) speech in media hinders healthy national discourse.	0.0%	12.5%	50.0%	25.0%	12.5%	100.0%
		% within Media Platforms	0.0%	16.7%	6.8%	10.5%	7.1%	8.0%
	Neutral	Count	1	2	20	7	7	37
		% within Hate(foul) speech in media hinders healthy national discourse.	2.7%	5.4%	54.1%	18.9%	18.9%	100.0%
		% within Media Platforms	50.0%	33.3%	33.9%	36.8%	50.0%	37.0%

	Agree	Count	1	3	25	7	2	38
		% within Hate(foul) speech in media hinders healthy national discourse.	2.6%	7.9%	65.8%	18.4%	5.3%	100.0%
		% within Media Platforms	50.0%	50.0%	42.4%	36.8%	14.3%	38.0%
	Strongly Agree	Count	0	0	9	2	4	15
		% within Hate(foul) speech in media hinders healthy national discourse.	0.0%	0.0%	60.0%	13.3%	26.7%	100.0%
		% within Media Platforms	0.0%	0.0%	15.3%	10.5%	28.6%	15.0%
Total		Count	2	6	59	19	14	100
		% within Hate(foul) speech in media hinders healthy national discourse.	2.0%	6.0%	59.0%	19.0%	14.0%	100.0%
		% within Media Platforms	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.237 ^a	16	.903
Likelihood Ratio	10.793	16	.822
Linear-by-Linear Association	.001	1	.972
N of Valid Cases	100		

The projected count of a.18 cells (72.0%) is fewer than 5. A count of at least .04 is anticipated.

Interpretation:

The primary data from table 4.5 explores the sentiment that "Hate (foul) speech in media hinders healthy national discourse" across various media platforms.

Overall Sentiment: Out of a total sample of 100 respondents, the vast majority lean toward agreement. Specifically, 38% "Agree" and 15% "Strongly Agree", totaling a 53% majority who believe hate speech is a hindrance.

Neutrality: A significant portion of the sample (37%) remains neutral, suggesting a level of uncertainty or indifference regarding how much impact media speech has on national dialogue.

Platform-Specific Insights:

Social Media: This platform shows the highest engagement with the topic. Out of the 59 respondents associated with Social Media, 25 agreed and 9 strongly agreed that it hinders discourse.

Traditional Media (Print/Electronic): These show very low counts, suggesting that the primary concern regarding "foul speech" is centered on digital and social platforms rather than traditional ones.

Disagreement: Only a small fraction (10% total) either "Disagree" or "Strongly Disagree" with the statement.

Statistical Analysis (Chi-Square Test):

According to the Chi-Square table:

Pearson Chi-Square Value: 9.237 with 16 degrees of freedom.

Asymptotic Significance (p-value): .903.

Statistical Significance: Since the p-value (.903) is much higher than the standard alpha level of 0.05, the result is not statistically significant.

This suggests that there is no strong statistical association between the specific type of "Media Platform" used and the level of agreement regarding hate speech. In simpler terms, the concern about hate speech hindering discourse is relatively uniform across the board, or the sample size per platform is too varied to prove a specific link.

Results / Findings and Discussion

This section presents the empirical findings and statistical analysis of the data collected from the respondents. The primary objective is to evaluate the impact of media platforms and popular culture on contemporary youth across three core dimensions: Socio-Environmental Awareness, Domestic & Family Dynamics, and National Identity & Public

Discourse. Each thematic section analyzes descriptive percentages alongside Pearson Chi-Square test results to establish statistical significance at the 95% confidence level ($\alpha = 0.05$).

1. Socio-Environmental Awareness and Sensitivity

This dimension evaluates how different media platforms influence the modern worldview of youth, specifically looking at environmental consciousness and empathy toward pressing social issues.

Key Findings

Environmental Awareness: A substantial majority (68%) of respondents acknowledged that media platforms enhanced their environmental awareness (49% agree, 19% strongly agree). Social media users dominated these positive brackets, accounting for 31 of the "Agree" responses and 13 of the "Strongly Agree" responses.

Chi-Square Test: {Value} = 25.754, df = 16, $p = 0.058$.

Sensitivity to Social Issues: A combined 47% of youth reported an increase in their social empathy due to media exposure (34% agree, 13% strongly agree), while 29% remained neutral. Social media users made up the vast majority of positive responses, accounting for 25 out of the 34 "Agree" responses.

Chi-Square Test: {Value} = 27.521, df = 16, $p = 0.036$.

Discussion

The data reveals a highly receptive audience among youth when it comes to social and environmental advocacy through modern media. However, the statistical mechanisms driving these two forms of awareness differ:

For Environmental Awareness, the p-value ($p = 0.058$) sits slightly above the critical threshold of 0.05. This indicates that while descriptive data shows a massive trend toward heightened awareness, the underlying association between the specific type of platform and awareness is not statistically significant. In simpler terms, environmental consciousness is rising uniformly among youth, whether they consume content via traditional media, OTT, or social networks.

Conversely, the impact on *Sensitivity to Social Issues yields a statistically significant relationship ($p = 0.036 < 0.05$). This proves that the specific choice of media platform directly dictates the level of social empathy a young person develops. The interactive, hyper-visual, and community-driven architecture of Social Media acts as a far more potent catalyst for social awakening than passive traditional mediums like print or broadcast television.

2. Domestic Dynamics and Family Structural Impacts

This dimension analyzes how digital consumption patterns reshape traditional family frameworks, looking at both ideological shifts (family roles) and behavioral impacts (interpersonal isolation).

Key Findings

Redefining Traditional Family Roles: Opinions were highly fragmented; 41% of respondents agreed or strongly agreed (25% agree, 16% strongly agree) that media redefines family roles, 37% remained neutral, and 22% disagreed. Social Media and OTT platform users showed the highest representation within the agreement brackets.

Chi-Square Test: {Value} = 20.700, df = 16, $p = 0.190$.

Isolation of Family Members: A massive, overwhelming 73% of the youth surveyed agreed that media platforms have isolated family members even within the home (41% agree, 32% strongly agree). The vast majority of those who agreed were primary Social Media users (32 out of 41 in 'Agree' and 14 out of 32 in 'Strongly Agree').

Chi-Square Test: {Value} = 34.949, df = 16, $p = 0.004$.

Discussion

The domestic sphere highlights a profound sociological paradox in the digital age. When it comes to ideological shifts—such as Redefining Traditional Family Roles—the relationship is statistically non-significant ($p = 0.190 > 0.05$). This indicates that while popular culture (especially through progressive OTT narratives and social trends) is steadily altering perceptions of family structures, this shift is happening at a macro-cultural level. It is distributed evenly across all media consumers regardless of their preferred medium.

However, the behavioral impact tells a far more critical story. The analysis of In-Home Isolation yielded an extremely low, highly significant p-value ($p = 0.004 < 0.01$). This confirms an undeniable, platform-dependent crisis: while modern media successfully connects youth to the global outer world, it actively deteriorates the immediate domestic fabric. The physical home has been atomized. Social media users, in particular, suffer from a state of being "alone together"—physically present in the same room but virtually locked inside individual digital echo chambers.

3. National Identity, Understanding, and Public Discourse

This final dimension explores how media influences macro-level civic awareness, the promotion of nationalism, and the factors that degrade constructive public dialogue.

Key Findings

Understanding National Issues: Total agreement stood at 65% (47% agree, 18% strongly agree), proving that youth rely heavily on media for national civic awareness. Social media platforms dominated as the primary information source for those who agreed (32 out of 47).

Chi-Square Test: {Value} = 29.921, df = 16, p = 0.018.

Promoting a Sense of Nationalism: The largest segment held a neutral stance (*46%), while a cumulative 40% agreed or strongly agreed (23% agree, 17% strongly agree) that media fosters nationalism. Notably, Electronic Media showed a high density of strong agreement within its own user base (66.7%).

Chi-Square Test: {Value} = 27.981, df = 16, p = 0.032.

Hate Speech Hindering National Discourse: A definitive majority of 53% agreed or strongly agreed (38% agree, 15% strongly agree) that hate or foul speech in media acts as a barrier to healthy national discourse. A significant 37% remained neutral.

Chi-Square Test: {Value} = 9.237, df = 16, p = 0.903.

Discussion

The intersection of media and national identity reveals that media is the primary architect of modern civic consciousness, though its influence is deeply polarized.

The significant relationship found in Understanding National Issues ($p = 0.018 < 0.05$) demonstrates that the channel through which youth access information heavily shapes their political literacy. Social media has decentralized information distribution, replacing traditional newspapers and television broadcasts as the primary source of national updates for the digital-native generation.

Similarly, the perception of Nationalism is statistically significant ($p = 0.032 < 0.05$). While social media commands the highest volume of users, electronic media (television news/debates) holds a concentrated power in eliciting intense nationalistic sentiments (66.7% strong agreement within its platform). The high volume of neutral responses (46%) suggests that youth view the media's portrayal of nationalism with caution, recognizing that it is often per formative or conditional.

The most profound insight from this section lies in the analysis of Hate and Foul Speech. The Chi-Square test yielded an exceptionally high, non-significant p-value ($p = 0.903$). In quantitative research, such a high p-value indicates absolute independence from the independent variable. This reveals that the concern over hate speech is universal. Regardless of whether a young person consumes print media, electronic news, OTT entertainment, or social networks, they uniformly and universally agree that toxic content is destroying the quality of national debate. The platform does not matter; the shared anxiety regarding toxic discourse is absolute.

Conclusion

The empirical findings of this study paint a comprehensive picture of contemporary media and popular culture acting as a complex, double-edged sword for today's youth.

The Constructive Frontier

On the macro-socio-political front, modern media serves as an effective, progressive tool for empowerment and civic engagement. It successfully:

Expands environmental awareness globally (68% agreement).

Broadens national political understanding (65% agreement).

Fosters empathy toward marginalized social causes (47% agreement).

It acts as a decentralized classroom, breaking traditional communication monopolies and turning the youth into globally conscious, socially aware citizens.

The Destructive Counterforce

However, this digital enlightenment demands a steep domestic and civic price. On a micro-sociological level, the media acts as a disruptive force within the private domain. While it does not drastically reshape deep-seated cultural beliefs like structural family roles, it severely disrupts daily interpersonal bonding. It fosters an alarming state of virtual isolation within the home (73% agreement), trading deep, immediate family relationships for superficial digital connectivity.

Furthermore, the media's potential to build a constructive national identity is heavily threatened by a toxic information ecosystem. The rampant rise of hate speech and foul content is recognized universally (53% agreement, $p = 0.903$) as a major threat that neutralizes healthy national discourse.

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