

ADVANTAGES AND DISADVANTAGES OF ELECTRONIC MEDIA AND ITS IMPACT ON YOUNGERS.

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Abstract: This article about electronic media will highlight the current good and bad aspects of electronic media and how it has a negative or positive effect on the youth and how important the role of electronic media is in our lives today. The purpose of this study will be about the benefits and barriers of using electronic media.

Keywords: electronic media, social media, advantage, disadvantage, education, technology , educational opportunities, global connectivity, spread of misinformation.

ПРЕИМУЩЕСТВА И НЕДОСТАТКИ ЭЛЕКТРОННЫХ СМИ И ИХ ВЛИЯНИЕ НА МОЛОДЕЖЬ.

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Аннотация: В этой статье об электронных СМИ рассказывается о хороших и плохих аспектах электронных СМИ сегодня, о том, как они оказывают негативное или положительное влияние на молодежь, а также о том, насколько важна роль электронных СМИ в нашей сегодняшней жизни. Целью данного исследования будут преимущества и барьеры использования электронных средств массовой информации.

Ключевые слова: электронные средства массовой информации, социальные сети, преимущество, недостаток, образование, технологии, образовательные возможности, глобальная связь, распространение дезинформации.

Introduction

In recent years, the incredible advances of media, consisting of many technologies such as computers, mobile phones, laptops, have an important role and a great influence in educational life. They have changed the way people communicate, interact and work, but that's not all. Digital literacy, which is also known as virtual learning or e-learning, has been used in foreign language learning in most EFL classes, as well. "Some people are under the misconception that digital literacy means the ability to use the computer and so by putting the computer technology in classrooms we will have digitally literate students", says Oktavian Mantiri in his research. (1) Becoming digitally literate means that students develop technological skills, as they understand how to access online information and learn social responsibility while interacting on social networks. "The future success of students depends on them becoming digitally literate". Of course, if media continues to evolve in this way, future of people, especially, tomorrow of youth will depend on

them. Even now many youngsters can not imagine their life without it. Although it helps them succeed in many fields of science, if they concern the usage of tools with studying. Thanks to technology, the internet made everything possible. Many students all over the world have the opportunity to join online courses without leaving their homes, as well as they can get knowledge from professional teachers and educators, even by standing in different locations. Besides this comfort of learning a language, there are a variety of advantages that technology allows students to learn languages in a more effective way, whereas it may have some disadvantages as well.

What is it electronic media?

Media that is broadcast by electronic devices, such as social media platforms, the internet, radio, and television, is referred to as electronic media. These media types enable the electronic delivery of information and entertainment to a sizable audience. Electronic media can be interactive, like the internet and social media, or broadcast, television and radio. They are crucial to contemporary communication and are now an integral part of many people's daily lives worldwide. As more and more people now consume media on electronic devices like smartphones, tablets, and computers, electronic media has grown in importance today. It provides an easy and simple approach to accessing a wide range of information and entertainment.

Importance of Electronic Media

The ability to deliver information and entertainment quickly and effectively to a large audience makes electronic media, including television, radio, the internet, and social media platforms, significant. The capacity of electronic media to reach a vast audience quickly and effectively is one of its key advantages. As a result, it works well for exchanging ideas and information and for fostering relationships between people all over the world.

Types of electronic media

There are several types of electronic media, including

1. **Web-based media:** This includes websites, blogs, social media platforms, and other online content.
2. **Television:** This includes traditional television programs, news, and commercials that are transmitted through airwaves or via cable or satellite.
3. **Radio:** This includes traditional radio programs, news, and commercials that are transmitted through the airwaves.
4. **Podcasts:** These audio programs are usually available for download or streaming online. Music and video streaming services: These include platforms like Spotify, YouTube and Netflix that allow users to stream music and video content online.
5. **E-books and digital magazines:** These are electronic versions of traditional books and magazines that can be accessed on electronic devices like tablets and e-readers.
6. **Online news articles:** These are news articles that are published online by news organisations and other media outlets. Digital advertisements: These are advertisements that are displayed online or on electronic devices like smartphones and tablets.(2)

Advantages of Electronic Media.

1. Instant Access to Information:

Electronic media provides us with quick and easy access to vast amounts of information. With just a few clicks, we can browse the internet, search for news, research topics of interest, and gain knowledge on a wide range of subjects. This accessibility empowers individuals to stay informed and make informed decisions.

2. Global Connectivity:

Electronic media has bridged the geographical gaps, connecting people from all around the world. Through platforms like social media, email, and video

conferencing, individuals can communicate and collaborate across borders, fostering cultural exchange, and promoting global understanding.

3. Wide Range of Entertainment:

From streaming platforms to online gaming, electronic media offers a wide variety of entertainment options. We can enjoy movies, TV shows, music, games, and even virtual reality experiences, providing endless hours of amusement and relaxation.

4. Educational Opportunities:

Electronic media has revolutionized education by providing innovative learning platforms and resources. Online courses, virtual classrooms, and educational websites enable people to access quality education regardless of their location or personal circumstances. This accessibility has expanded educational opportunities for individuals of all ages.

5. Effective Marketing and Advertising:

Businesses can leverage electronic media to reach their target audience more effectively. Through online advertising, social media campaigns, and search engine optimization (SEO), companies can promote their products and services, increase brand visibility, and engage with potential customers, leading to improved marketing outcomes.

Disadvantages of Electronic Media.

1. Digital Divide:

Not everyone has equal access to electronic media, creating a digital divide between those who have access to technology and the internet and those who do not. This divide can further exacerbate existing socio-economic disparities, limiting opportunities for education, employment, and connectivity for marginalized communities.

2. Privacy Concerns:

Electronic media raises significant concerns regarding privacy and data security. With the collection and storage of personal information, there is a risk of data breaches, identity theft, and unauthorized access to sensitive data. Maintaining privacy in the digital age requires careful attention and proactive measures.

3. Addiction and Dependency:

Excessive use of electronic media can lead to addiction and dependency. Spending excessive time on social media, gaming, or streaming platforms can negatively impact mental health, relationships, and overall well-being. It is essential to maintain a healthy balance between online activities and real-life interactions.

4. Spread of Misinformation:

The rapid dissemination of information through electronic media also allows for the rapid spread of misinformation. Fake news, rumors, and conspiracy theories can easily circulate, leading to confusion, manipulation, and social unrest. Critical thinking and media literacy skills are crucial for navigating the vast online landscape.

5. Decreased Physical Activity:

Engaging with electronic media often involves sedentary activities, leading to a decrease in physical activity levels. Excessive screen time can contribute to a sedentary lifestyle, which can have adverse effects on physical health, including obesity, cardiovascular problems, and musculoskeletal issues.

Advantages of using Social Media:

Some educators and parents argue that using social networking in education has more benefits than risks. These proposers believe that students are missing out the opportunity to include effective and powerful learning tools into education (Goldfarb et al., 2011; Pollara & Zhu, 2011; Stout, 2011a; Kessler, 2010). (3) Some of the pros of social networking in education are: Students are allowed to incorporate their preferred learning styles. Social media is something students use

at home, on the go, and sometimes in school, but usually not in the classroom. This generation of students has grown up with the internet and expects to use technology to learn. Students prefer content and course materials that are available on-demand, interactive, flexible, and customizable. Today students' learning styles require demonstrations, animations, and visuals such as video instruction (Fouts, 2012; Toppo, 2011; Magid, 2010; Baird & Fisher, 2005). (4) Social media in the classrooms provides learners with immediate feedback. Social networking allows educators to provide learners with instant instructional assistance in and outside of an educational setting. Researcher studies have shown that when students are able to ask for help and receive immediate advice helps learners to develop a sense of control over their own learning and knowledge (Goldfarb et al., 2011).

Disadvantages of using Social Media:

Several teachers and parents decline the idea of integrating social media into classroom instruction. These teachers and parents refuse the idea because of the possible risk students may face while using the Internet. According to the U.S. House of Representatives Committee on the Judiciary (2009) cyberbullying is the principal danger children and adolescents face online, besides other possible risks like compromised online safety, publication of private information, and exposure to offensive material (Goldfarb et al., 2011). Some of the cons of using social media in the classroom are: Cyberbullying. This may be in the form of publicizing private information, saying lies or rumors about a student on social media, or dealing with a person who in reality is another person. (5) Students may also face more problematic communication, such as predatory behavior, threat, or stalking. In

Social media sites it is easier to bully and to public bullying in other online activities such as instant messaging or email (Fouts, 2012; Stout, 2011). A study conducted by Hinduja and Patchin (2009) concluded that 21.1 percent of cyberbullying victims have reported that the offender is a friend or someone that is close to them in school, 20.0 percent of the victims reported that the offender was a someone who used to be their friend and 26.5 percent reported that it is someone they know in school. Only 6.5 percent stated that the offender was a stranger. According to Cooper & Blumenfeld (2012), the percentage of students who report that they have been victims of cyberbullying varies from 12 to 21 percent, this has been concluded based on several studies conducted between 2004 and 2010.] (6) Another survey subsidized by the Pew Research Center's Internet and American Life Project concluded that 15 percent of social media using adolescents, between the ages of 12 to 17, stated that they had been harassed or have faced online meanness (Lenhart et al., 2011). (7) The majority of students who are victims of cyberbullying avoid telling their parents or other adults about their experiences. According to Hinduja and Patchin (2009), only about 40 percent of adolescents who are experiencing cyberbullying tell their parents or other family members, and less than 30 percent tell a teacher.

Conclusion:

If every person makes good and effective use of whatever they use, that person will surely reach the goal he thought of. If we young people use electronic media correctly and use it to develop our knowledge, our family is the most important for our society. we will have brought great benefits to our own spirituality. Electronic media offers numerous advantages, including instant access to information, global connectivity, and a wide range of entertainment options. However, it also presents challenges such as information overload, privacy concerns, and the spread of misinformation. It is important for individuals and society as a whole to be aware of both the advantages and disadvantages of electronic media and strive for responsible and mindful usage to harness its potential while mitigating its negative impacts.

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