

**MEDIA`S DIVERSITY AND SOCIAL DEVIATIONS INTO ADOLESCENT GROUP IN  
REPUBLIC OF MACEDONIA Ardita Abduli**

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***Abstract***

Indication of the mass media on youth, especially on adolescent group has become one of the main causes of breakdown of human behavior and deviation conform social norms. Sociological code of mass media lies in the explanation of social behavior. So many young people persecuted by film serials which in themselves contain with elements of social degradation and narrow space of time which can be used for educational purposes has led to many teens losing their educational values and turned in the stock of imitation similar scenes in everyday reality. This confusion as comes by paradox of television programs overcrowded filled with degrading elements that are outside of the moral and educational structure, for young teens are as sensual as significantly influencing their behavior to change for traveling those into deviations possible so as to these individuals there is nothing shameful, nothing moral and nothing worth. Biggest concern in this case comes from the fact that new generations are infected by the epidemic of violent scenes, erotic scenes and deviant programs broadcast through TV, social networks of internet and Bluetooth networks so their behavior alienated from their personality and taking disconcerting. Diversity of media represents one of the most common problems on presentation of deviance to adolescent ages because of degrading content of the films as they disseminate affect extremely on their behavior. Following this study, we will explain the negative impact of media programs respectively, daily news, film serials and various programs that lead to social deviation of the adolescent's behavior in the Republic of Macedonia, based on empirical research as a prerequisite confirmation of the results of this study.

***Keywords:*** adolescent, mass media, deviant behavior, objective reality, television programs.

### **Adolescents, media accounts and social reality**

The daily press and television throughout the Albanian society has become more paradoxical information about malicious phenomena that occur in everyday life. To open the news with the most shocking events of the time describing the details of the discovery is not a brightness of phenomenon for public opinions, but moral degradation for social environment. The purpose of the media is to achieve the effect and speed of information without analyzing the good consequences that influenced the population without considering the negative side of it. Pedophiles, incest's, and pregnancies of adolescents are made everyday contemporary time in Albanian society because of the alcoholism, corruption and drugs are not the most fashionable. Above mentioned phenomena with which the public opinions are informed by the media, making it known that Albanian society is still in the stage of primitivism describing the promiscuity and punalualism forms. Among the generations most affected by these events are minors, those who are victims of events and their peers. Publication of the names of the victims and the district where they live in the description of the macabre events unequivocally disparage their personality so that all their life's to be tarnished for others and their peers are deprived of freedom of movement and relationships between societies as a result of phobia causing their news media. In this case the purpose of the media is deconspiration of monsters, respectively sentences: killer was caught, was caught pedophiles that violate minors in serial order, and was caught the daddy as a violated his daughter and who left pregnant. Some of the terrible events are daily news accounts and documentary media so that the publication of such news is believed to achieve the result of denunciation psychopaths but little thought to the consequences of the victims. Known sociologist Gezim Tushi in one of his articles says that warped reflection, unprofessionalism, and without understanding what is hidden in the essence of the phenomenon, is not what it need on the press and television. Not required by the media to become a substitute sociological analysis and in-depth studies (Tushi G. "Shekulli" 22.10.2012). Another problem that plagues more under the framework of the media is enhanced programs accounts and film serials who bastard the adolescent behavior and illuminate the inhumanly phenomena of public life. We are talking about Big Brother emissions and Turkish and Latin

American serials that with their statements to the public opinion reveal higher deviations in social life. In this case, family destruction and degeneration of moral values stigmatize society's health. Does is not banal to tell the world about family problems that are overfulfil? That does not talk with his father or her sister, and above all of these to walk nude in the presence of other peoples and in front of the audience going at the height of amorality as is conducting sexual relations before a large audience. To explain this better, American researcher say that adolescents are tend to incorporate sexual behavior as they see in the media. They have a control over the media and thanks to new technologies have their power to produce the same behavior that views (Brown J. & Steele R. & Walsh K. 2008:18). To be closer of public attitudes about the impact of media we have realize a survey with Albanian adolescents in Tetovo city who gives enough information facts about the medias influence on their behavior. Overall we surveyed 100 adolescents by age 15-18 years.

- **What do you think about daily news in TV and Newspaper?**

They make me to feel emotional	28,0
The news abuse with peoples	37,0
It is good to publication all events in society	23,0
Should not be given at every time	12,0
Total	100

Adolescent attitudes about daily news expressed in distances between the answers given, so that 37, 0 % of respondents said that the news broadcast of abusing people. The fact that media editors prefer daily information to begin with shocking pictures of persons who kill and cutting, physically rape, who steal beat and the other as to stereotyping before the public not only the persons, but also the victims in question. About 28, 0% of teens said that daily news often make feeling emotional them. Informing by the scenes of poverty, orphaned children, family infests, macabre killings no how to take off upsetting emotions of fear and shudder over what happens in our society. By adolescents opinion there are those who express satisfaction information stating that the media do better to inform us about everything that happens in society, so think about 23, 0% of the respondents. Certainly their view refers not only to inform social deviations, but also

information on cultural and educational events. 12, 0% of the total number says that news should not be given at every time, because of concerns that may arise. Especially it is necessary to have a time for information black chronicles for the presentation and the same thing should be checked by parents such these news not to be subject to their child eye because otherwise are in risk their behavior. Every emotional disturbance represents fluctuations adolescent personality and with this conveys a dose of stress and depression during their development.

- **What do you think about TV programs ( Big Brother and Turkish serials )**

They tell about problems and dirty things in society	33,0
Presents the ruined of system of values	16,0
They are trend in society	29,0
We feel relaxed when we see them	22,0
Total	100

Although most would think that Shows TV programs and film serials once Latin, now Turkish have occupying our media aimed at the transformation of social values, the youth of our country give us the opinion that such programs only highlight problems of society and dirty deals. So say about 33, 0% of the respondents in our survey. Suffering, cursing, aggressive scenes, erotic scenes as contain these programs follow the same phenomena even to viewers by making them to deviate from social reality. 29, 0% of young people say that such emissions are the trend of the time. Albanian society is inclined to imitate the others about negative views so that American and Western societies have passed trend of science and philosophy, and such emissions are the latest addition to the fashion shows, for our country such emissions with this contents are in trend before science and philosophy. So in the absence of family and pedagogical control teenagers enjoying standing in front of such screens. For such relaxed and spiritual mood showing impatient for characters stories and characters say about 22, 0% of the respondents. And 16, 0% of them say that such emissions express the collapse of values system. Although once for the protection of morals Albanian society presented the highest value, today the morality almost can ranks the last for values. Walking nude, to confess publicly the family problems, to imitation the scene of robbery of babies, to deal with espionage are not moral values, but unfortunately

now presented us peoples who make them public by encouraging viewers to practice the scene such conformity social reality.

### **The Internet and social networks influence deformation on adolescent behavior**

Social networks by internet have become an obsession for all young generation. Infected by viruses of Facebook, Twitter, MSN, MySpace and a large number of uncontrolled addresses which are filled with cruel scenes of crime and immorality has caused many young people to be dependent on these malicious pages. But grander evil are lies in the publication of news or information that are most perverse distortions intensify the adolescent behavior so that such defects observed in their behavior even when they are outside of these networks. A U.S. study of Internet abuse at the adolescent age groups shows that users on-line Internet networks have become addicted in the same way as those of drug addicts or alcohol which results in the same way impaired academic, social and professional(Young S.K 2009:36). The massive use of the Internet by young people has become a pathological problem because include psycho-social disorder which manifests with the deviant paradigm by adolescents, especially if it does not adequately control exercised by parents. Risks that come from using Internet consist on large consequences because viewed footage conveys the trauma in daily life. Killing children, cutting bind, suicidal acts, use of narcotic drugs and perverted sex acts and pornography influence adolescent disorders in mind that many of the above phenomena teenagers tend to imitate them in their lives. In this context, sociologists and psychologists conclude that the use of internet networks uncontrolled become consequences of adolescent mental health. 7 to 10 recent studies have shown that adolescent interpersonal relationships associated with symptoms of anxiety, depression, social phobias and aggressive behavior have been caused by pathological use of the Internet(Lam. L 2010:658). In other words closer to mental health problems and antisocial behavior manifested to the youth of our country from the Internet and social networking symptomatic data gives us our survey conducted with adolescents.

- **What do you see the most when you are online in Internet networks?**

News, happened, wonders of the world	29,0
Various movies, pictures	19,0
Communicate with friends	42,0
Videogame	10,0
Total	100

It is clear that the expansion of social networking has made the most of the young people to forget educational books and magazines standing for hours at the computer monitor, for the order of receiving information from around the globe and establishing links and contacts with people from large spatial distances. For it also speaks our survey, who from total number 42, 0% of respondents say they use the Internet to communicate with friends. But as we noted above social networking subscribers have not only positive results, in the most cases they are associated with deviant acts. The above data show that 29, 0% of teenagers mostly prefer to follow the news, events and other wonders of the world. However, not all the time this information are positive content because news and events in the most cases inform us of murder, theft, stocks, immoral things which in some cases are mounted and not talk about the real facts. Young people are curious to follow these and the tracking with attention remove them from areal life giving the strong emotions and making them experience anxiety, so start acting with antisocial behavior in the district. The same thing happens with adolescents who have won craze on watching different movies that show jumps from high buildings, from animal bites, bloody car accidents, experiments with gun, narcotics and erotic scenes stills perverse so that the young people who attend these movies seen significantly increased levels of stress and depression. From our survey about 19, 0% say they follow such films. Until only 10, 0% indicate that mostly deal with video games, but with them the mostly games the children, but given that it can give us evidence that these children because of circumstances which are grown up, the lack of games during their childhood wish to remain infantile.

- **How do you feel when you are in online contacts?**

Very happy	28,0
Sad by the scenes of violence and immorality	24,0
Indifferent to everything	12,0
I get excited when I see all I love	36,0
Total	100

Based on our study young people involved in the survey, tell the experiences that they feel when are standing before computers online. 36, 0% of respondents said as they feel happy when comes to look up all the things desired, and that by reading e-mails, contact with friends, follow the daily news etc. This is really positive if we think that young people in this age are really interested to hear what is happening in society, although the joy of their is not always results because of online communication through cameras can also appear actions that degrade their behavior despite momentary pleasures they experience. So that the coating before cameras and masturbation cause degradation of the physical and moral health with the same thing after this can circulate and being watching by millions of click. Such happiness and vanities are feeling about 28, 0% of the respondents. 24, 0% by total number says that they feel upset by scenes of violence and immorality. This shows that there are those young people who experience emotional flatness and chill while watching that with social phobia manifested in everyday life. But only 12, 0% said they feel indifferent views online. It isn't random, depending on the social circumstances in which adolescents live have no difficult emotional experience or have damaged it.

### **Mobiles phones filled with erotic scenes, criminal acts and bastard messages**

Keeping mobile phones today is not in vogue, but an indispensable need of each person. But for teens this tool serves mostly for fun and pride inside of which wiped different content, when we consider that the popular phone brands like I Phone and Smartphone have a menu with advanced Bluetooth, camera and recording network, the Internet, videogames etc. who by young used more for psychological abuse and moral degradation to themselves and others. Although, it bad mostly comes from the parents because they do not believe in the necessity of control through mobile phones, but the economic advancement of their children with such marks in the presence of peers, without investigating the phone such technologies can negatively affect behavior their children. Research conducted by Suzanne Philips shows that technology related to mobile phones in the relationship deprives a teen parent - child because inability to keep them in check is a domain where children come back from school and they keep cell phones turned off (Philips S. PBS 2011). This is because teenagers do not report to parents what they hide in menu of their phones. Other factors that affect the social health of adolescents may be required in send-received messages, photographing and recording abnormal with their peers. Sociologically

speaking these actions simulate deviant behavior among adolescents and it comes from missing of social control in the family, school or elsewhere. Banal texts messages that circumvented the healthy vocabulary of young people, recording of young girls' video format in intimate parts, insulting nicknames for friends and teachers have penetrated to the marrow of young minds and today almost cannot find a teenager who does not have any of these phenomenon in his cell phones. Sociological studies on the use of cell phones by teens says that the most of the young people who use these videos, form the negative image for district because tend to come out from the normative context of society, they sow fear in others to not be the target of threats and cameras them. Recent research suggests that mobiles are among the most dangerous technologies for electronic abuses committed against people because most of threats and deterioration from calls.(ValentiV. Altnet 2007.To discover something of conditions by mobile phone use among adolescents in our society are speaking our survey data.

- **What contents are the most hidden in your peer mobile phones?**

Videos and pictures with executions and violence	9,0
Text messages	42,0
Erotic videos and pictures	24,0
Fun Videos and pictures	25,0
Total	100

The above result shows that mobile phones by young people are not used for specific needs, to communicate with parents, but as a fixation of the diversity of games that they share with each other via Bluetooth, e-mail and messaging. About 42, 0% of respondents say that inside their phones the most appear are the text messages. Certainly, are messages which teenagers exchanging with their peers, but not when these messages exception be overcrowded filled with derogatory and vulgar words in this delicate age in place to refine their minds with academic words they ruin it through words and useless messages. 25, 0% of young people say their galleries phones have fan videos and pictures. This alludes mocking cartoons the political persons through montage, without bypass the comic acts teachers, their teenage friends recorded in class, school, street or bars. Erotic videos and pictures are an integral part of mobile adolescents say 24, 0% of them, which means curiously to track sex bomb women circulate in adolescent desires even though these are not appropriate for their age. This fact is equally disturbing since the curiously possession of video and pictures the same modeling also tend to



practice in real life, especially minor girls who often conditioned with money. Only 9, 0% of teens say that hide videos and pictures with cutting bind and types of violence. Videos of executions and criminal acts pose a grandiose problem for teen age because the protagonists are driven by their real life where there are not rare the cases when by media were drilled with a knife... was executed with a bullet to the head... etc... For these and other problems is necessary to control the parents and school personnel in the maintenance of cell phones by teenagers.

### Conclusion

Our study conducted directly speaks about uncontrolled contents of mass media and their negative impact on the young peoples. Information technology has become a necessity for every teenager, commercialization of media programs and Internet networks is increasing, and the control of parents and school has fallen in minimum level. The worst part is that it hides what the media is reflected in everyday reality, so many young people are the victims of deviant behavior in the social environment.

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