



Mass Media, a Panacea and It's Influence on Nigerian Christian Youths.

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Abstract

The world has become a global image as a result of the coming up of the internet that made ease communication for business, Education, Meeting etc. the mass media has created a global village thereby making communication easy, direct and costless. All countries in the world is using mass media for a purpose, which Nigeria is not an exception. Nigeria has made a big move in joining other countries on the planet earth to form the global village, Christian youths that have been using mass media in place of news paper, film, radio, Christian books and magazines and journals have positively or negatively contributed to the development of Christian youths in Nigeria. The paper study how Christian youths use mass media in their daily Christian dealings and food for thought, the paper went further to find out both the positive and the negative effects of mass media on the life style of Christian youths. The paper .concluded and recommendations made based on the facts findings discovered during this research.

Key-words: *Mass media, communication, youth, interference and Christians*

Introduction

Mass media means any form or means of communication say, television, radio station, or news paper that reaches very large number of people. Mass media refers into a diverse way of media technologies that reach a large audience via mass communication. The technologies through which this communication is taking place include a variety of outlets broadcast media transmit information. Electronically media such as film, radio, recorded music, news papers, television advertisements, movies, magazines, and journals. It is a significantly used by individuals worldwide. Smith, (2011); This paper considers newspaper, radio, magazines, journals, internet and TV and has influenced public opinion, education, popular culture and the depiction of society. Many people on this earth use mass media for entertainment, preaching and others have made mass media the biggest industry in the world, Wikipedia, (2011); Internet media can also attain mass media status, and many presence to take advantage of the ready availability of internet in many regions of the world including Nigeria. Sizeable number of Nigerians and the world at large took mass media as news, but media also

includes entertainment: It may also be in form of educating, as in the instance of public broadcasting stations which provide educational program are to a natured audience such as the Nigerians national orientation agency. Political communication including propoganda which is also frequently distributed through mass media, as a public service environment and emergency alerts, Ukeje, (2002). Mass media is described as the opiate of the masses by elites because masses use it to revolt, coil, make hatred pronouncements; Mass media is the critical part of human societies. Understanding mass media is usually the way to understand a population culture, which is why the field of media studies is so huge. Watching, reading and interacting with the nation's mass media can provide clues into how people think, especially if a diver's assortments of mass media are paused; Smith, (2011) feels that, there are different forms of mass media ranging from newspapers as started in the 15th century. This enables advent of electrical telegraph. Today mass media includes internet which even embodied all other forms of mass media; for instance, you can read news papers, books and magazines online and even watch movies.

NEED FOR MASS MEDIA

Mass media can be used for various purposes such as:

- Public service announcement (PSA) is a type of advertisement; it is intended by raising awareness on dangers of an event under uncertainty. There is a recent public awareness on the poisoned beans brought to the market on TV, radios and others. Some religion organizations produced PSAs on both religion and non-religious themes, sermons, teaching, talks, are all found in different mass media such as radio, television, video, news papers even on internet.
- **ADVOCACY**; It deals with both business and social aspects, this can include advertising, marketing, propaganda, physiological, warfare, public relations and political communication. Advocacy is a natural process by an individual or group which aims at influencing public policy and resource allocation decision within political, economic decisions and social systems and constitutions.
- To change some one's faith, identity and political and speed beliefs because most population remain subject to the authentic who decide policy as a result of the activity of the few.
- Entertainment consists of any activity which provides a diversion or permits people to enjoy or amuse themselves in their leisure time. Entertainment includes watching movie, sports, it provides fun, enjoyment and laughter, but it also diverts people's time, energy and money are wasted. Entertainment has made youths to mismanage their time, energy and wealth particularly those of them that are not doing the right thing, but doing the wrong thing at the wrong time and wrong place.

INFLUENCE OF MASS MEDIA

On Christian youths, mass media has become the quickest and the farthest reaching forms of communication and is the fast changing. The youths are not exceptional both Christians and non-Christian. The channels of communication are numerous in all complex societies but communication in both cases however, from the edge inwards. A communication mass media will have that same channels of communication have to be created and maintain even if they bear little traffic. The mass media has both negative and positive attributes or influence and the positive influence range from educating self development,

research, communication or information sharing entertainment skill acquisition and improvement.

EDUCATING

Mass media are very good source of learning, with the unmentioned of the internet, all information are readily advance to everyone. Internet facilities provide online resources that one can use for research and development. Such applications as Google i.e. search engine, e-library, e-mail, e-commerce, virtual learning, e-tutorials, computer coded instructions, news charts, world wide web(www), distance learning, video/teleconference all these are available for our Christian youths. The million questions are have our Christian youths use these recourses as needed. Today you can hear of yahoo-yahoo, pornographic films, online gambling, and net addictions Whatsapp and facebook chartings, video on net and others. All these are the methods used by devil to derail the youths from right use of the available recourses.

The mass media is meant to educate , prepare a Christian youth for a leadership in the church: It entails using the media to add more knowledge to what is known in the books, of Christian theology, magazines newspapers, video, TV, are made for their awareness into what we know little or not. Those things shown in videos, movies, newspapers Christian journals are to enroll our youth. We expect Christian youths to show movies which discourage sinful act like watching what the Bible prohibits rather watch movies for instance movies that shows wayward youths smoking hemp, shisha, drinking alcohols and dancing naked or half naked in the night club, or movies that shows killings and destruction of properties. It must be agreed that mass media has contributed to a certain percentage. The attitude of Christian youths towards achieving their Godly needed inspirations; Christian youths need to use the media for a good purpose so that its influence on them should not be negatively skewed, for instance, a movie that exhibits unwanted pregnancy by a teenager. It is for others to be careful and know that it is not good and it leads to bleak future of the victim as a Christian youth watch films, movies read novels, book journals that will enrich his knowledge towards doing what the Bible teaches. He should be careful what he reads whether printed or on electronic media like the internet, CDs or tapes a Christian youth should judge what he sees or read; Is it educating or they meant just for pleasure? Christian youths learn for ideas, values, and morals that will bring glory to God.

RESEARCH AND SELF ACTIVILIZATION.

The best and easiest way to develop for actualization is by using the mass media. A lot of books manuals, tutors can help to develop youths to be good, and God fearing leaders. The online use of social media will help Christian youths to learn so many resources that will let them grow, improve in technical skills, such as media and knowing technical skills. They should not wait until they are told to read. They are to study even the Bible commanded that we should study (2 Tim 15:2-3). It is dishearten that our youths have gone opposite to the intensions of mass media; Most of them have shun to opposite upset of the online Christian affairs, and they have drifted from making positive impacts with the skills and knowledge gotten through these media. What we are hearing is bomb blasting, kidnapping, drug addiction, prostitution, human trafficking, internet fraud, watching of sexual actions and so on. Christian youths need to study only what glorifies God. What is happening again that destroys the faith of these youths include seeing pictures posted to unknown people via internet using computers or even with the mobile phone. The sad thing one can see is that, a Christian youth male or female chatting and chatting with an unknown person: It could be a man to man or woman to woman chatting and chatting with world or sinful acts. This must be prohibited. What a strategies of the enemy to deprive you of your inheritance (2 Tim 3:5-7), by making proper research, the Christian youths will discover what the lord needs out of them, their parents and the society at large. Youths should be prayerful, dedicate themselves to the will of God, instead of wasting their time, resources, energy and synergy time on what will destroy them and prevent them from getting Godly promises.

LEISURE TIME AND ENTERTAINMENT

On great advantage of mass media is entertainment during leisure times, Christians youths should take into consideration that the books, magazines, journals ones need or what ones watch on television as movies, worldly music, the game ones play, the pictures and image ones download to his palm computer. Relaxation should be that of the teachings of the Bible. One should shun from seeing nude pictures and images. He should not download all sorts of pornographic pictures and movies, these are what occupy their minds, forgetting that the Bible says we should fix our minds and thoughts on things that are pure and Godly.

INFORMATION SHARING

The easiest and costliest way one can receive training is via mass media; It can satisfy many people in a short period of time using minimal cost. The advent of electronic media ensures that dissemination of information can be accurately done with related ease. The coming up of the mass media have contributed with large and exodus into being chit like; even though still our youths are using the internet or any form of media wrongly. Christian youths should desist from that if you are part of it. It does not portray the life of Christ. Most Christian youths these days, use expressions like, I have made it", I have heat it", I am down men", "fuck the shit out of them", but remember that judgment day is real and you will answer how you made it or hit it (Rev.22:12). The types of mass media which includes print media, broadcast media out of home media and the internet are meant for good. Christian leaders, pastors, reverends, church members use them for good but our youths use them negatively.

There is no doubt that all these are the impact of mass media on youths and its negative influence on youths, it varies from society to society. How do the media influence young people, is it a contribution from their parents? It seems to be gripped with fear of children, blaming them for much of society's ills, criminal vandalism, drugs, drinks, sex, and teenage pregnancy. The cause of children truancy is the lukewarm attitude of taking care of the preaching of God's words; given time for food for thought. It continues with advertising, opinions, images and stories which appear to be forcing us to conform to a specific image of how we are supposed to be. Mass media affects strongly the ideology, norms, shaping of public perceptions on a variety of important issues, both through the information that is dispersed through them and how these information are perceived and interpreted. Most developed countries which Nigeria is not an exception have been drifted to the west nation's way of life. You see a Nigerian lady dressing like an American lady, with a dress that exposes their nakedness which is against the Biblical teachings of Christ. They have changed their culture by tuning completely to what they have seen in videos and the chats during leisure periods. They have been lost in the wilderness of the global village Friedman, (2004). We are embracing the western culture, after watching movies; browse via internet had made our youth forget our own culture. The modern wearing of clothe by the Christian youths especially the female is a taboo in our traditions and values, but God will help us if we want to reach the land of faith and strong believe so that the devil cannot

win over us. The influence of mass media as reported by Hornby, (2005) on Christian youths emerge from the attitude of the parent fully known that mass media can corrupt your Child's faith, but when their children entered a cafe and dumped someone's millions of naira, parent don't ask where their children got such large sum of money: Parents have fallen apart with their children as a result of mass media. The society also gives little and other forms of good deeds, recognition to children that had made minding not which methods they need. As they kidnap after watching the movie on kidnapping, ganged up or even kill or commit sex and drug abuse. God shall surely deliver us. They have forgotten the commandments; thou shall not kill (Exd.20). Poor time management is not left and because Christian youths these days spent the whole day browsing and chatting, but not researching. The bible says that any man that calls on the name of the Lord shall depart from iniquities. May the lord be with our Christian youths, and so that they can be fruitful and God fearing.

CONCLUSION

The modern mass media are made for human beings, but not for animals, they are meant for good ideas, good businesses, and good relationships. Christian youths are expected to use the mass media for Godly purposes. The mass media for self development, development and upgrading of knowledge so that one can become useful person in the society. Christian youths are unique people before God (I Peter 2:8-9). God is interested in youths. Timothy heed to the teachings and doctrine he learned (2Tim 3:34-38). "Who can separate you from the love of God that is in Christ Jesus" (Rom 8:34-38). It is mass media: internet, movies, games, journals etc. God forbid. Hold onto your faith for Christ is coming soon.

RECOMMENDATIONS

Parents and youths need to adhere to the Biblical teachings of Christ; this research has [provided the following recommendations.

1. The most important thing is the training via e-learning. The Bible says train up a child in the way he should grow and when he grows he shall not depart from it (Prov.22:6). Parents should take the responsibility for training their children.
2. In (John 14:1-6, 1 Peter 2) Christian youths are caution on where they are going who are they, from where do they come from and what are their daily contributions to the building of the Christian family.

3. A Christian youth should fear God and do only what is accepted by Christ (2 Cor. 5:17).
4. He should not practice what is evil, be separated (2 Cor.6:17-18), for light has nothing to do with darkness.
5. Should not allow his flesh to have control over him by watching bad movies, why watch it? (Rom.8:1-10)
6. Be connected with God via mass media, in other words fear God as you use mass media.

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