A RESEARCH REPORT SUBMITTED FOR THE
PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE AWARD OF DIPLOMA
IN
BUSINESS MANAGEMENT

2009
DECLARATION
I declare that this is my original work, and it hasn't been submitted elsewhere before

Signed: _______________________________ Date 20.04.09

Approved by this Supervisor _______________________________
ABSTRACT

This brief study is designed to investigate the influence of mass media. However, emphasis has been put on the youth in particular. Media has taken a big role in the shaping the world politics, economics and peoples social life.

The main purpose is to establish whether the youth have been influenced by the media in terms of their behaviour.

The main focus is on the psychological social cognitive and emotional disturbance they could be experiencing without being aware of the causes and effects.

Literature review indicates that the media especially the television has a powerful mental influence and therefore can cause psychological disturbance to young people without such insight, ignorance can be held responsible hence necessity for psychological counseling.

Adolescence is a developing stage of transition which requires for exploration and experimentation in terms of identify autonomy, intimacy and sexuality. It is possible therefore as the adolescents struggle to negotiate this important development stage to adulthood experience negotiate this important effects from the free uncensored media information counseling therefore can be used as a therapeutic intervention. It can help adolescent to lay their strong foundation through class performance, intimate relationships and responsible family members.