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**Introduction**

 The relationship between human behavior and the media is of great importance. Media has helped change the lives of millions. It has shaped the narratives of millions of people. It has spread ideas from one part of the world to the other. With the launch of television in the 1950s, people became concerned regarding their children and their likeness for the newly launched device. The impact of the television made media psychologists started analyzing the impact of the violence projected in the media upon youngsters' behavior. According to many psychologists, media consumes a great amount of time from the everyday life of the general population. Social skills, which once were learned through face-to-face interaction, are not found in the children or young ones. This is adding up to the number of children becoming unsociable. There is widespread agreement that there are both positive and negative effects of the media on the young ones. It is up to the youngster himself how he employs the information projected in the media to his best use.

# Discussion

Media is not just about television, internet, or radio. Media has so much more to offer than this. Early childhood impact of the media is important to be positive. This mindset will shape the path one will follow in the future. Some of the impacts on childhood are following.

Media influences the human mind to learn, and yearn for new aspects of learning from across this multi-dimensional globe. Media has a significant role in promoting literacy as well. Media helped developed reading and writing skills. For ienstance, when I was young, whatever I used to listen on radio or watch on television, it used to provoke curiosity in me. Every piece of information I listened to, tempted me to learn more about it. This attempt to learn and critically evaluate more about my media interactions also helped me improve my literacy skills including reading and writing.

As a child, the media has a significant impact on the psychological and personality development. I had the same influence as well. I was inspired by the superheores of my favorite cartoons and tried to imitate their actions and judgments that made them great and different. Watching action content on the media inspired me to engage in the action myself. For instance, I loved to watch *Wonder Women*. The strength of he personality and her powerful aura provoked me to think of myself as a superhero. I used to copy her gait and accent in an attempt to resemble her. Also, inspired by her, I started training and exercising to keep myself fit just like the wonder women and perform miracles. This had a significantly positive impact on my health as well.

Media interactions also promote development of interpersonal and social skills. It was true for me too as the media helped me develop social skills. While there is a general paranoia regarding the capacity of the media to build social skills among youngsters, I managed to groom myself. Often the researches and observations talk about violence, aggression or frustration promoted by media, but I was lucky enough to skim and grasp the most positive aspects from media for my socialization skills. I can safely say that my confidence and literacy today is due to the media. Media taught me manners of interactions, ways of effective communication, importance of listening, etc.

As media promotes critical thinking, ability to observe keenly, remote observations, etc. it also triggers creativity and innovation. Media not only opens a horizon of new observatins and creative dimensions but also allows the opportunity to express yourself for the related audiences. With such developing and ehancing experiances and observations, I was encouraged to express myself as well. The vast and diverse content broadcasted in the media motivated me to be creative and express myself. I started painting to express my emotions.

The contemprary media has continued to influence me in childhood and have evolved tremendously as I grew up into an adolscent. The above were some points about media affected me as a child. Next, the impact of media on

myself as of today will be discussed.

First of all, it is the sense of security that has prevailed because of advancement of technology and media. I learned to keep myself safe. With dangers all around us in today's society, parents often worry about the safety of their children. However, I read about the potential dangers in the outside world and trained myself accordingly. It was the exposure that kept me updated while I learned about various security techniques online.

My learning diversified through media sophistication. I learned a lot through the media. Social media proved to be a great learning platform for me. I took multiple courses online which would help me in the long term. Also, I gained a different perspective on world affairs. Getting out of the bubble of the local media is difficult. However, it is not totally impossible. You have to search for different news agencies and organizations. I separated facts from fictions and gained the other perspective of the story.

An important component of media is mobile phones. I received my first mobile at the age of fifteen. It was a gift from my parents on my birthday. How it changed my life is discussed below. Mobile helped me to access information easily. Although the lecture in the college is of immense importance, however, it should not be considered the only source. I used a mobile phone in free time to further explore the topic studied in the class. Mobile proved to be a tool of entertainment and socialization. Listening to my favorite music helped to reduce to stress of studies sometimes. Playing video games with my friends help me to socialize with them. Mobile helped me to become accustomed to modern society. The world has become a global village. . Mobile has helped me to keep up with the norms of the evolving society. A mobile phone is an organizing tool for me. Camera, watch, dictionary, and the alarm has helped me to organize myself to be efficient at all times.