1. Discuss the impact of mass media on young minds.

Ans: Mass media plays a significant role in today’s world. It broadcasts information as fast as possible as well provides entertainment to massive audiences. Mass Media comprises of press, television, radio, books and the Internet. Media is one of the most influential aspects of our lives. By creating a certain type of message, media can manipulate people’s attitude and opinions. Over the years, as technological advances have taken place this type of communication has become very easy and feasible to have. Almost every household now owns an internet connection, television or a cell phone etc. This has led to a widespread usage of mass media, especially among the teenagers.

The fact that there was a time when the internet, television and cell phones were considered a necessity but now they seem to be more of a commodity teenagers seem addicted to pretty much explains that there is bound to be a downside to the influence mass media has on teens. The teenagers of today seem too engrossed in watching their favourite shows on television or using social media applications on their phones or computers that they are slowly losing touch with reality. They have become addicted. There are many consequences to this unhealthy addiction. One becomes lazy and does not feel the need to get up and do something productive. It leads to obesity and tiredness. It also leads to unhealthy consumption of junk or fast food. I say this from my personal experience, as I always feel the need to have pizza or chips along with a beverage when I’m watching a show or a movie. Teenagers also tend to spend hours over the internet interacting with strangers who could pose as a threat as it is easy to fake an identity over the internet.

Mass media is a very powerful tool to influence the minds of anyone, let alone a teenager. Teenagers are in that stage of growing up where everything around them influences them. The way they talk, dress and act depends a lot on what they are exposed to. For example, if a teenager sees his or her favourite celebrity endorsing a product which may or may not be necessary, he or she may want to buy it regardless of how useful the product is. This is a strategy many big businesses use to their advantage as they can easily sell products, even if they are of bad quality.

“Advertising is a very manipulative technique to promote products. Special attention needs to be paid to advertising’s effects. Three product categories are especially important for teens’ health: cigarettes, alcoholic beverages, and food. According to the teen marketing experts, adolescents “admit that advertising is a more important trend source than DJs, VJs, movies, celebrities, or the coolest and weirdest people at school” (P, 1995). We must be alert about the effects of advertising that deliberately exploit the insecurities of adolescents and attempt to “sell” them the answers to their problems with an abundance of new products.

Television is a medium people widely now have easy access to. Nowadays, there are many shows such as Breaking Bad, Game of Thrones and Da Vinci’s Demons etc. on television that glorify sex, drugs, alcohol and violence. Online streaming and downloading has made it even more convenient to watch shows and films which means that teenagers have easier access to their favourite shows that contain obscenity.

2. Describe the significance of assessment of child psychopathology.

Ans: Many child psychopathology disorders are treated with control medications prescribed by a pediatrician or psychiatrist. After extensive evaluation of the child through school visits, by psychologists and physicians, a medication can be prescribed. A patient may need to go through several trials of medicines to find the best fit, as many cause uncomfortable and undesired side effects such as dry mouth or suicidal thoughts can occur. There are many classes of drugs a physician can choose from and they are: psychostimulants, beta blockers, atypical antipsychotics, lithium, alpha-2 agonists, traditional antipsychotics, SSRI, and anticonvulsant mood stabilizers. Given the multifinality of psychopathological disorders, two children may be on the same medication for two completely different disorders, or have the same disorder and be taking two completely different medications.

ADHD is the most successfully treated disorder of child psychopathology, and the medications used have a high success rate especially among college-aged students. Psycho stimulants such as Ritalin, amphetamine-related stimulant drugs: e.g., Adderall, and antidepressants such as Wellbutrin have been successfully used to treat ADHD with a 78% success rate. Many of these drug treatment options are paired with behavioral treatment such as therapy or social skills lessons.

Lithium has shown to be extremely effective in treating ADHD and bipolar disorder. Lithium treats both manic and depression and helps prevent relapse. The mechanism of lithium include the inhibition of GSK-3, it is a glutamate antagonism at NMDA receptors that together make lithium a neuroprotective medicine. The drug relieves bipolar symptoms, aggressiveness and irritability. Lithium has many, many side effects and requires weekly blood tests to tests for toxicity of the drug.

Medications that act on cell membrane ion channels, are GABA inhibitory neurotransmission, and also inhibit excitatory glutamate transmission have shown to be extremely effective in treating an array of child psychopathological disorders. Pharmaceutical companies are in the process of creating new drugs and improving those on the market to help avoid negative and possibly life altering short term and long term side effects, making drugs more safe to use in younger children and over long periods of time during adolescent development.

3. Discuss the role of life skills.

Ans: Role of life skills are -

1. Life skills help adolescents to transit successfully from childhood to adulthood by healthy development of social and emotional skills.
2. It helps in the development of social competence and problem solving skills, which in turn help adolescents to form their own identity.
3. It helps to weigh pros and cons of the situation, hence, act as a mediator to problem behaviour.
4. It promotes positive social, norms that an impact the adolescent health services, schools and family.
5. It helps adolescents to differentiate between hearing and listening and thus, ensuring less development misconceptions or miscommunications regarding issues such as drugs, alcoholism etc.
6. It delays the onset of the abuse of tobacco, alcohol etc.
7. It promotes the development of positive self-esteem and teaches anger control.

4. Delineate the need for training parents of children with disabilities.