

THE INFLUENCE OF MASS MEDIA ON THE HEALTH AND PSYCHE OF CHILDREN

Mass media is the assistant of every modern person. Thanks to mass media, we are able to continue working and learning in the conditions of pandemic and war, so now the media is so firmly rooted in our everyday life that we cannot even imagine our existence without it. Their influence begins at an early age and continues throughout a person's life. Children and adolescents are the most vulnerable category under this influence. In search of popular scientific information, they turn to the Internet more often than adults and spend more time in front of televisions than adults. Young people take an example from the behavior of people in advertisements or in films, where the main characters lead an antisocial lifestyle, but are presented as positive. This has a negative effect on the mental state of teenagers.

The influence of mass media on children's lives is increasing due to parents' being busy and their reluctance to monitor the quality of information, which leads to weakening of parental influence on children. In the absence of parental control over the content and time of watching film productions, television will negatively affect the child's development. The negative consequences may include:

1. A decrease in physical, intellectual and social activity. When a child watches TV he loses interest in other activities.
2. Aggressive behavior: the cruelty and aggressiveness of TV characters increase the child's aggressiveness in life.
3. Appearance of fears: children's minds tend to take everything literally. The screen has the same power as the real events. Even if a child is not afraid of "scary" characters while watching, he can remember what he saw later and get scared in sleep. Children begin to understand the difference between reality and fiction only at school age.
4. Depreciation of social values.

5. Inability to overcome problems. A child who is completely devoted to the TV later has a harder time making decisions, it is not easy to overcome difficulties.
6. Delay in intellectual development and social adaptation.
7. Poor development of imagination and creative abilities. Visual information is easier to perceive and leaves little room for reasoning and creative ideas.
8. Weakening of ties between the family and the outside world [3].

There is another aspect of the influence of media and television on a child. It is important that they watch TV shows with their parents. In this case, television becomes a useful methodical aid in learning, as well as a reason for discussions on various issues, but under the conditions of correct use of all the material of the telecast. You can reduce the negative effect of the TV carefully adjusting the program view-wing by:

- establishing boundaries. Up to 18 months, children can generally do without TV. From 18 months, half an hour is quite enough, from 2 years – no more than one hour.
- compliance with restrictions. Planning the child's activities after watching TV.
- joint viewing of programs that allows correcting what was watched.
- using a creative approach manifested in retelling or drawing.
- active opposition to negative information from the TV screen.
- avoiding the use of television as a reward or punishment.
- formation of positive values with the help of explaining the negative actions of the heroes of TV programs [2].

All things considered, parents should not neglect the rules of media use and should protect their children and their mental and physical health.

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