Professor's Attitude Toward Present Electronic Media of India

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Abstract:
The present study will undertake to see attitude of professor's toward electronic media of India. Survey method was used for collection relevant data. To find professors attitude toward electronic media used 10 questions questioner, which is taken by google form. This questioner was created by Dr. Yuvraj B Gaherao. In this study, samples were taken by purposive sampling method from various colleges of India. Descriptive statistics were used for analyzing the data. After analyzing the data, professors highly agree with 1,3,8,9 and 10th statement which were represent positive attitude and professors were highly disagree with 2,4,6,7[th] statement which were negative attitude toward present electronic media of India.

Keyword: Attitude, Electronic media

INTRODUCTION:
Attitude is a social concept or orientation which is study the thoughts, feelings, and actions of people in social situations or, conversely, the influence of others on those thoughts, feelings, and actions. Social psychology deals with group behavior as well as the behavior of individuals within groups.

The attitude of a person is determined by psychological factors like ideas, values, beliefs, perception, etc. All these have a complex role in determining a person's attitude. Values are ideals, guiding principles in one's life, or overarching goals that people strive to obtain (Maio & Olson, 1998). Beliefs are cognitions about the world—subjective probabilities that an object has a particular attribute or that an action will lead to a particular outcome (Fishbein & Ajzen, 1975). Beliefs can be patently and unequivocally false. For example, surveys show that a third of U.S. adults think that vaccines cause autism, despite the preponderance of scientific research to the contrary (Dixon et al., 2015). It was found that beliefs like these are tenaciously held and highly resistant to change. Another important factor that affects attitude is symbolic interactionism, these are rife with powerful symbols and charged with affect which can lead to a selective perception. Persuasion theories say that in politics, successful persuaders convince its

message recipients into a selective perception or attitude polarization for turning against the opposite candidate through a repetitive process that they are in a noncommittal state and it is unacceptable and doesn't have any moral basis for it and for this they only require to chain the persuading message into a realm of plausibility (Gopnik, 2015 & O'Keefe, 2016).

Attitude:
Understanding attitudes is crucial in many fields, such as marketing, politics, healthcare, education etc. As they play a significant role in shaping human behavior and decision-making. By recognizing the

different types of attitudes and their underlying components, we can better understand and potentially influence individual and collective actions.

In psychology, attitude is a psychological construct, a mental and emotional entity that inheres in, or characterizes a person. They are complex and are an acquired state through experiences.

Definition: An attitude is a learned, global evaluation of an object (person, place, thing, or idea) that influences thought and action. It's a relatively enduring predisposition to respond favorably or unfavorably to something.

Michael Hogg:

"An attitude is a negative or positive evaluation of an object which influences human's behavior towards that object"

Martin Fischbein :

"A attitude is a learn predisposition to respond in a favorable or unfavorable manner towards people, an object, an idea or a situation".

Components of attitude (The ABC Model): Attitudes are often thought to have three components:

Affective (A): Feelings or emotions associated with the attitude object (e.g., "I love chocolate cake!").

Behavioral (B): Past behaviors or behavioral intentions related to the attitude object (e.g., "I frequently buy chocolate cake," or "I plan to order chocolate cake for my birthday").

Cognitive (C): Beliefs, thoughts, and attributes we associate with the attitude object (e.g., "Chocolate cake is rich, decadent, and satisfying.").

Three sides of Attitude:

1. Positive Attitude:

Definition: A positive attitude is characterized by a favorable or approving evaluation of something. It is associated with liking, acceptance, optimism, and a tendency to approach rather than avoid.

Components:

- **Affective:** Feelings of happiness, joy, contentment, liking, love, enthusiasm, and optimism towards the attitude object.
- **Behavioral:** Actions that support, promote, or approach the attitude object. This might include seeking it out, defending it, recommending it to others, or working towards its success.
- **Cognitive:** Beliefs and thoughts that are favorable, accurate, and supportive of the attitude object. These might include positive associations, perceived benefits, and a belief that the object is valuable or desirable.

2. Negative Attitude:

Definition: A negative attitude is characterized by an unfavorable or disapproving evaluation of something. It is associated with disliking, rejection, pessimism, and a tendency to avoid rather than approach.

Components:

- **Affective:** Feelings of anger, disgust, fear, sadness, dislike, hatred, and pessimism towards the attitude object.
- **Behavioral:** Actions that oppose, avoid, or harm the attitude object. This might include avoiding it, criticizing it, protesting against it, or working towards its failure.
- **Cognitive:** Beliefs and thoughts that are unfavorable, inaccurate, and critical of the attitude object.

These might include negative associations, perceived drawbacks, and a belief that the object is harmful or undesirable.

3. Neutral Attitude:

Definition: A neutral attitude is characterized by a lack of strong feeling or opinion about something. It's a state of indifference, ambivalence, or lack of awareness. It doesn't necessarily mean a complete absence of any feeling, but rather the feeling is weak or non-existent.

Components:

- **Affective:** Absence of strong positive or negative feelings. Feelings of indifference, apathy, or neutrality towards the attitude object.
- **Behavioral:** Lack of a clear behavioral tendency towards the attitude object. There might be inconsistent or minimal action related to it. The person may neither seek it out nor avoid it.
- **Cognitive:** Limited or incomplete knowledge about the attitude object. The person may not have strong beliefs or thoughts about it. They might be unaware of its existence or significance. They might hold both positive and negative beliefs that cancel each other out.

Psychological impact of Electronic media on people:

Electronic media impacts us cognitively (attention, learning), emotionally (feelings, mood), socially (relationships, norms), and behaviorally (actions, habits). Effects can be positive (access to info, social connection) or negative (attention deficits, cyber bullying, aggression). Age, personality, social support, parental involvement, media literacy, cultural context, type of media, exposure time, content, and individual differences all determine how much and in what way media affects us.

Assumptions of Professors in Indian Society:

Professors in Indian society are viewed with a mix of respect and criticism. While traditionally revered for their knowledge and moral character, there are growing concerns about their relevance, practical experience, and research output in the context of a rapidly changing and increasingly competitive academic landscape. The actual expectations can vary greatly depending on several contextual factors, but a common thread remains: the hope that professors will be dedicated teachers and mentors who inspire the next generation.

Methodology: Survey method will be used for the present study.

Operational Definitions:

Attitude: "An attitude is a learned, global evaluation of an object (person, place, thing, or idea) that influences thought and action. It's a relatively enduring predisposition to respond favorably or unfavorably to something"

Professor: "A Person who are qualified experts in his field and who teaches at college and University UG and PG level students"

Electronic media of India: "Electronic media is a category of media through which one can spread information or communicate to a mass with the help of electronic devices and digital means. It includes, Television, Radio, Internet, Smart phones, etc."

Objective of the study:

To study professor's positive, negative and balance attitude towards present electronic media of India

Sample:

Data were collected by using purposive sample method. 285 Professors solve the Google form questioner who working in various colleges of India.

Professors' attitude toward present electronic media of India Questioner.
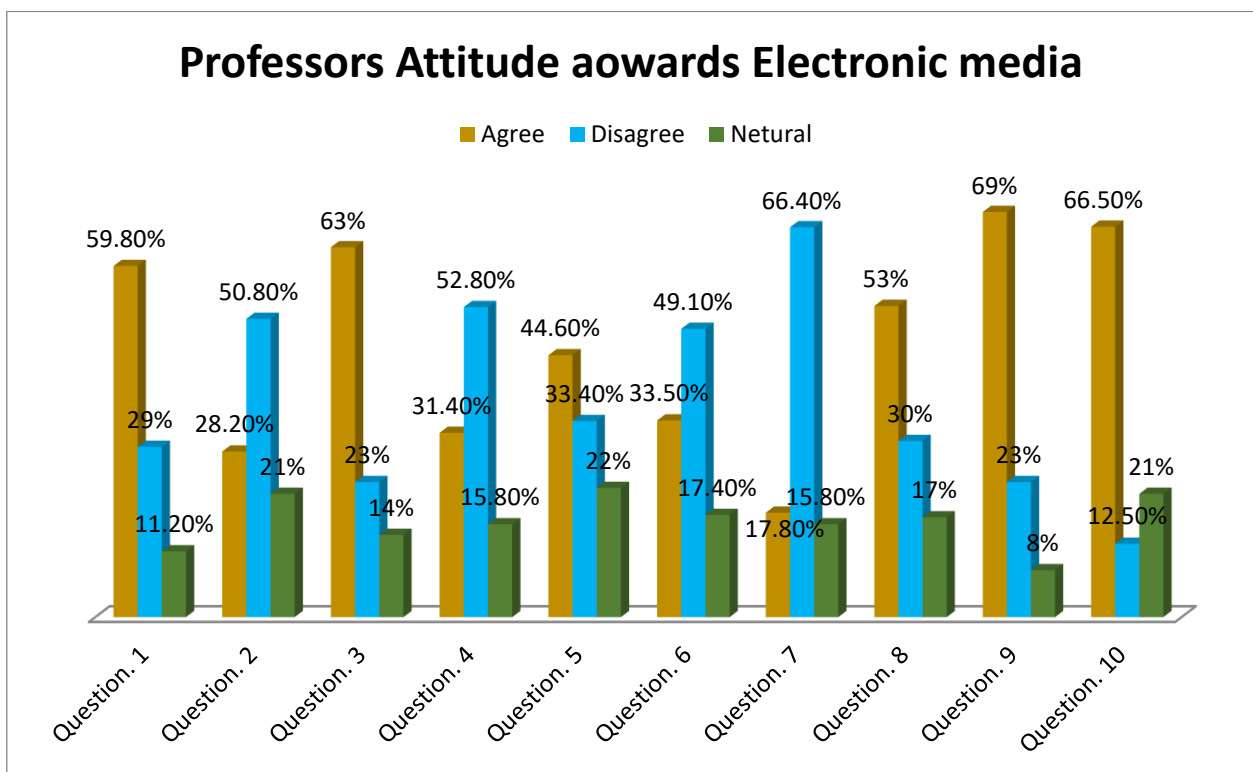
Answer were Agree, Disagree and Neutral (Positive/Negative/Neutral).

1. Presently electronic media is playing a role of fourth democratic pillar in India
2. Whatever displayed on electronic media is necessary.
3. It is necessary to customary for all people who are related with electronic media.
4. The entertainment programs displayed on electronic media are according to expectations of audiences.
5. Programs on electronic media related with religious theme give experience of peace and satisfaction to audience.
6. The cartoon shows on electronic media are very useful to psychological development of children.
7. Electronic media should work according to policies of government.
8. People consider truth to the news displayed on electronic media.
9. TV is powerful medium hence presently people are not interested in Radio.
10. Effect of social media is proving negative instead of positive result than electronic media.

Statistical Analysis of the data:

In this study 285 Professors responses about attitude towards present electronic media of India, were analysis by using descriptive statistics.

Result and Discussion:

With the help of above chart researcher elaborating present study data by comparing three answers given by professors to questioner.

According to first question, presently electronic media is playing a role of fourth democratic pillar in India. Above chart showing 59.80% professors agree with statement and 29% professors disagree with statement and 11.20% professor's neutral with statement. It means still electronic media mentioning its reliability.

According to second question, whatever displayed on electronic media is necessary. Above chart showing 28.20% professors agree with statement and 50.80 % professors disagree with statement and 21 % professor's neutral with statement. It means professors not agree with all content which is showing on TV.

According to third question, it is necessary to customary for all people who are related with electronic media. Above chart showing 63 % professors agree with statement and 23 % professors disagree with statement and 14 % professor's neutral with statement. It means professors highly agree with professional attitude of electronic media.

According to fourth question, the entertainment programs displayed on electronic media are according to expectations of audiences. Above chart showing 31.40 % professors agree with statement and 52.80 % professors disagree with statement and 15.80 % professor's neutral with statement. It means professors are not agree with displaying all program on electronic media. Electronic media need to improve content according to audience expectations.

According to fifth question, programs on electronic media related with religious theme give experience of peace and satisfaction to audience. Above chart showing 44.60 % professors agree with statement and 33.40 % professors disagree with statement and 22 % professor's neutral with statement. It means there was not significantly difference between agree and disagree response of professors according to religious content which showing on electronic media.

According to sixth question, the cartoon shows on electronic media are very useful to psychological development of children. Above chart showing 33.50 % professors agree with statement and 49.10 % professors disagree with statement and 17.40 % professor's neutral with statement. It means professors disagree with that cartoon show who claim their show helpful for children's psychological development.

According to seventh question, electronic media should work according to policies of government. Above chart showing 17.80 % professors agree with statement and 66.40 % professors disagree with statement and 15.80 % professor's neutral with statement. It means professors highly disagree with electronic media who showing news or shows as a mediator of government. Electronic media should preserve their freedom and role of forth pillar of democracy.

According to eighth question, people consider truth to the news displayed on electronic media. Above chart showing 53 % professors agree with statement and 30 % professors disagree with statement and 17 % professor's neutral with statement. It means professors agree and belief on with electronic media who showing news are true. So electronic media should never showing propaganda or fake news / program on their channel.

According to ninth question, TV is powerful medium hence presently people are not interested in radio. Above chart showing 69 % professors agree with statement and 23 % professors disagree with statement and 08 % professor's neutral with statement. It means according to professors peoples are not interested in radio than TV.

According to Tenth question, effect of social media is proving negative instead of positive result than

electronic media. Above chart showing 66.50 % professors agree with statement and 12.50 % professors disagree with statement and 21 % professor's neutral with statement. It means professors belief that social media not authentic platform than electronic media.

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