

PLEASURES AND PRESSURES OF YOUTH VALUES

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ABSTRACT

Internet use is very common all around the world, especially for academic work, and recreational purposes. The Internet has in recent years become ubiquitous in the lives of young persons and children, due to rapid information technology (IT) development, high speed wire connection, easy accessibility and increasing affordability. Its growth has also been fueled by a huge demand created by social and print media, advertisements and peer influences. Severe competition in educational institutions, stress from studies, parent-ward problems and peer conflicts are all highly stressful situations which could generate negative emotions, such as low self-esteem, feelings of inferiority and repressed anger, in teens. Many youths are using mainstream social networking sites. Most of the youths using internet in following utilities viz., Downloading, uploading, e-mail, chat, e-poll, health, news, current affairs, Job search, Education, science & technology, dictionarycheck, e-ticketing, banking, investments, insurance, sports update, fashion, beauty, GPS/ DPRS locations, literature, entertainment, license, cookery, astrology, traffic information, e-governance, e-bills, recharge activities, blogs creation and online shopping. Due to all the above works, they loss their realities and follow on modern cultures. This paper describes the pleasures and pressures of values on Youths.

KEYWORD: *Cultural Value, Media literacy*