The Role of Information and Communication through Mass Media in the Dynamics of the Defense Phenomenon, Delictence

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Abstract: The reason in choosing the theme of the project is based on mass media consumption that proves to be not just a habit or a way of information. The theory of research implies that a large part of the activities of transmitting values, behavior rules and patterns of thought that were predominantly controlled by family, school, community, was taken over by the mass media. It is also presumed that there are significant differences between the normative-value-related knowledge and models provided by the school and those internalized by the media consumption expressed through conflicting relations, necessary for the investigation to propose ameliorative solutions favorable to the sustainable development of the society. From the analysis of the expressed opinions there are trends regarding the influence of the media on the subjects. Although it does not propose to educate, the media responds to needs, according to which the public selects, enters the transmitted messages. Media consumption can create, strengthen opinions, determine behaviors.

Keywords: media; public; messages; influence; behaviors

Methodological Aspects of Design

The media has become, in the modern world, a sort of gravitational center in which all the other segments of society are positioned - the economic system, the political system, the ideological system, the cultural system, the technological system, the social systems and subsystems. (Coman)

Media consumption, especially audiovisual, is not just a habit or just a means of information. Depending on the early and intense personal media experience of early, intense youth, adults, depending on social practices and the cultural, family and school life environment, they are influenced and shown to behave.

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The research was motivated by the need to investigate the tense report between the predominant advertising-commercial logic of the media and the educational logic, in order to propose ameliorative solutions favorable to the sustainable development of the Romanian society as a whole.

A research hypothesis that we have methodologically dealt with and verified by conducting research implies that much of the activities of transmitting values, behavioral norms, and patterns of thought that were predominantly controlled by family, school, The community was taken over by the media. It is also presumed that there are significant differences between the normative and value-based knowledge and models provided by the school and those internalized through media consumption, which can be expressed mainly by conflicting relations. Making a structured picture of the impact of the media is conditional on providing solutions and recommendations for improving the current situation.

The research is based on initial and ongoing documentation from the rich literature on communication, the media and the phenomenon of delinquency.

The assessment of media perception and impact on the population was done through the method of investigation based on an instrument, the opinion questionnaire addressed to the sample of subjects.

Characteristics of the Investigated Population

A first remark is related to the random sampling of subjects, 97. Among the characteristics of the sample of subjects to mention the following: In the sample, 51.55% of the subjects are men and 48.5% are women, of which 11.34% under the age of 20, 57.73% aged 20-35 years, 17.53% of respondents aged 36-45 years and 13.40% between 46-50 years. The structure of the sample according to the level of education shows that 6.19% of the respondents are graduates of general school, 15.46% of the subjects have graduated from vocational school, 48.45% have high school education and 29.90% are Graduates of higher education.

As a profession, one can notice the dominance of the workers, but also an important representation of the intellectual and functional professions (Fig. 1).
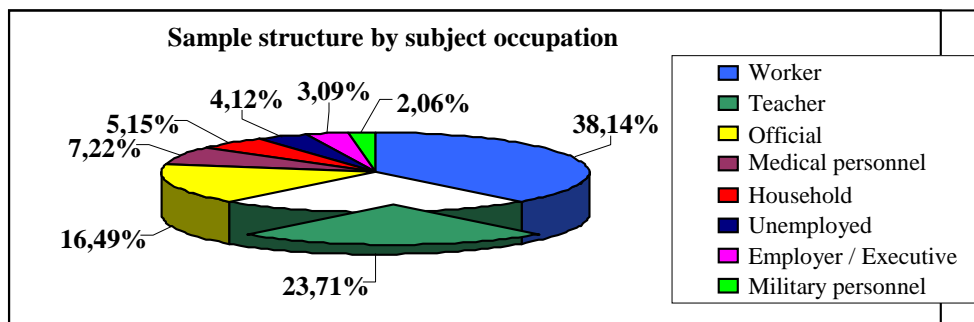
Figure 1. Sample structure by subject occupation

Research Results

The degree of preference over topics and broadcasts in the media, measured on the basis of the first item, has the following structure of responses:

Theme / Degree of Preference	strong	moderate	at all
Games and contests of humor, entertainment	61.86%	31.96%	6.19%
Movies, serials	60.82%	39.18%	0.00%
Sports competitions	57.73%	21.65%	20.62%
News, news	50.52%	39.18%	10.31%
Themes / shows featuring rap music, hip-hop, etc.	48.45%	30.93%	20.62%
Documentation (movies, books, science popularization articles)	41.24%	28.87%	29.90%
Talk-shows on topical issues (economic, social, political)	36.08%	31.96%	31.96%
Themes / shows featuring maneuver interpreters	29.90%	20.62%	49.48%
Topics / issues in IT	28.87%	29.90%	41.24%
Popular music shows	17.53%	19.59%	62.89%
Topics / programs related to the plastic arts, literature, classical music	15, 46%	38.14%	46.39%

The following item had an open response to the intention not to induce solutions and not to influence options by introducing possible variants of press categories to which the choice would be. Each subject was able to indicate a newspaper and magazine title. There have been a few titles with fewer audiences that could not be grouped into a few categories depending on the content's specificity and the audience they are addressing with priority.

For newspapers, the highly diversified responses were grouped according to the first chart, and for magazines, the multiplicity of titles and types of magazines called were categories by content or by the audience to which they are addressed, as can be seen in the second chart. In the case of newspapers, many replies have been compiled by the tabloids, local and national newspapers, sport gazettees and those with an economic profile with decreasing frequency. Reading magazines reflects the predominance of mondene publications, magazines that refer to TV programs, magazines that appeal to women who are eager to learn how to cultivate their femininity, practical magazines, utilities, magazines with a technical-Scientific or general culture, and magazines with erotic content, listed in the order of frequency of the interviewees' options (Fig. 2, 3).
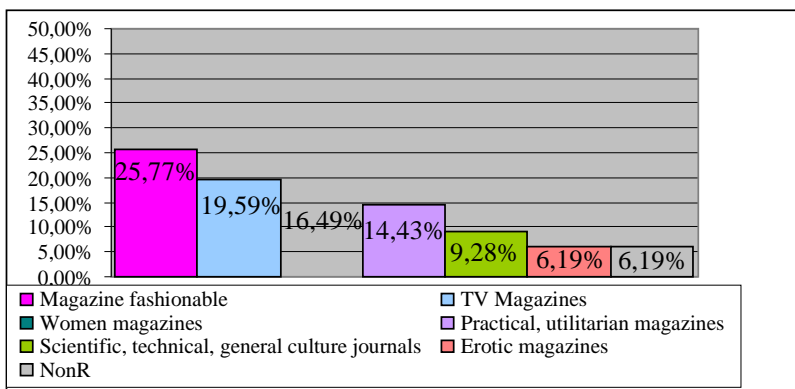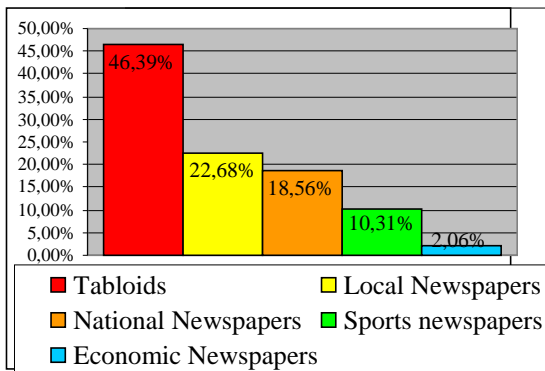

Figure 2 & 3. Chart

The free time devoted to the favorite activities of which media consumption is included was the item whose answers are presented in the following table. (Table 1)

Table 1. Activities/Times

| Activities / time	At all	Less than an hour	1-2 hours	2-4 hours	4-5 hours	After 5 hours	nonREM
Average time	-	30	90	180	300	360	-
Watch TV	1.03%	24.74%	44.33%	21.65%	7.22%	1.03%	0.00%
Reading a book	26.80%	27.84%	30.93%	7.22%	3.09%	0.00%	4.12%
Radio broadcast	24.74%	30.93%	25.77%	10.31%	5.15%	2.06%	1.03%
Internet browsing	8.25%	12.37%	37.11%	22.68%	10.31%	9.28%	0.00%
Electronic games	45.36%	18.56%	21.65%	5.15%	3.09%	2.06%	4.12%
Reading the press	0.00%	52.58%	23.71%	20, 62%	1.03%	0.00%	2.06%
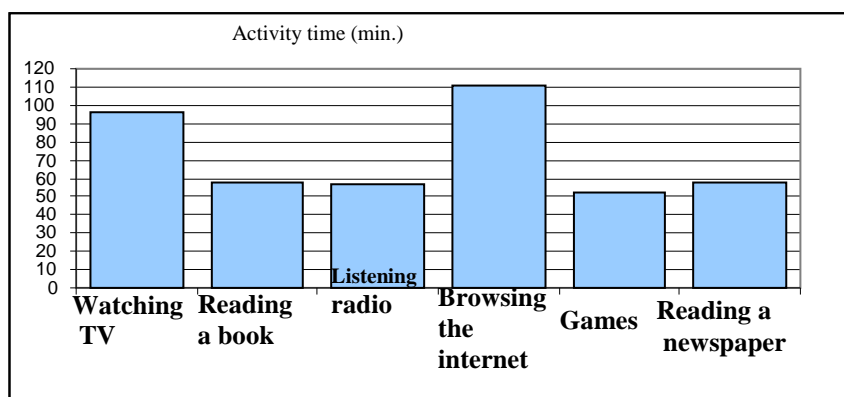
Figure 4. Activity Time

Various activities were give an estimated average time in minutes, the average being determined as weighted between the point assigned to the group and the corresponding response frequency. In relation to the main activities, the following categories are distinguished: Internet browsing, TV viewing, reading of the book, reading of the press, radio auditions, electronic games. (Fig. 4)

The role of the four variables (gender, age, level of education, occupation) in influencing the amount of free time attributed to various activities is not decisive in some cases. Internet browsing and electronic games occupy more than a few minutes per day of men, than the time women give to these activities. The average

time for reading books for subjects differs depending on the level of education and implicitly on their occupation, meaning that general and vocational school graduates are less interested in reading books than high school subjects and those with higher education. A noticeable difference is also gender-specific.

With regard to the preferential use of different media to meet these needs, the results indicate for each chosen means of communication the following distribution by rank of the reasons. (Table 2)

Table 2. Reasons for Medium Usage of comunication

Reasons for Medium Usage of comunication		TV	presser	radio	book	Internet	Game play.
A	Pt. To live adventures, even.sensational	35.05%	4.12%	1.03%	1 7.53%	24.74%	23.71%
B	Pt. To escape into a world of imagination	20.62%	4.12%	7.22%	37.11%	19.59%	24.74%
C	Pt. Let me know about the actuality	61.86%	40.21%	23.71%	9.28%	16.49%	2.06%
Reasons for Medium Usage of comunication		TV	presser	radio	book	Internet	oc jelect.
D	Pt. To enrich my knowledge	37.11%	16.49%	9.28%	59.79%	26.80%	3.09%
E	Pt. Be fashionable	39.18%	22.68%	20.62%	3.09%	21.65%	3.09%
F	Pt. To relax	42.27%	8.25%	31.96%	20.62%	19.59%	19.59%
G	Pt. To know how to behave in shock.	4 5.36%	16.49%	10.31%	38.14%	7.22%	3.09%
H	Pt. To be perfect. In the professional field.	23.71%	14.43%	6.19%	39.18%	34.02%	2.06%
I	For no reason, out of the ordinary	42.27%	10.31%	22.68%	6.19%	12.37%	10.31%

Thus, the following hierarchy of media consumption needs is detached: the need for entertainment, with a cathartic function (responses to variants A and B), the need to be informed about the actuality and the need to acquire knowledge of general culture (answers to the variants C and D), the need to be fashionable in music, clothing, etc., as well as the need for relaxation (the answers to E and F variants), the need to assimilate models of social behavior, and the need to Acquire knowledge in the professional field (answers to variants G and H), consumption of media as habit, ritual or automatism, suggesting some degree of dependence. (answers to variant I)

Considering the film as the most popular genre of fiction, the subjects were asked to choose a content aspect that gives them the strongest impression.

The values involved in content aspects were: values of combativeness, hardness, aggressiveness, values related to the erotic-sexual sphere, values related to intelligence, love, romance, values related to the sensational SF.
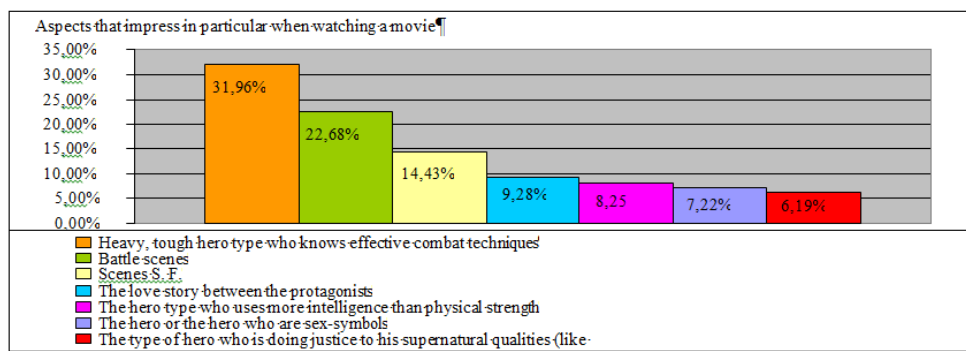

Figure 5. Aspects that impress in particular when watching a movie

The results are based on the following conclusions: Subjects are most impressed by the tough, powerful character of the hero, versed in battle techniques, the battle scenes occupying the next spot in the top of the preferences, while the SF scenes, the love story of the protagonists, the values relating to the hero's intelligence and those related to the erotic-sexual sphere are placed in the following positions in the order of their enumeration at small differences. (Fig. 5)

In order to observe the influences and effects of the media, it was necessary to identify a situation in which it can be ascertained and in relation to it it is possible to recognize the influence and, if necessary, the effects that have occurred in relation to Implementing this influence. We have formulated for this purpose the following item, as it is clear from the total number of subjects 30.93% who declared that they were often influenced by the media and 48.45% of them sometimes, the remaining 20.62% In the category of those who have not been influenced by media information at all, in the following situations: buying or choosing certain products by 36.08% of them, in fashion, cosmetics 19.59%, in making decisions/models regarding 18.56% behavior for solving personal and family problems with leisure time 10.31%, for school and professional orientation and 9.28% successful life models, and for general information and recommendations 6.19%.

In order to investigate specific opinions on violence, trivial or obscene expressions contained in musical texts and films, this item was used, as follows: it reflects the social reality, marked by triviality and violence in the proportion of 27.84%, does

not care, but they are not against them, since they are people who prefer them by 24.74% of the subjects, they are forms of free artistic expression in the proportion of 19.59%, 10.31% consider that they should be forbidden because the violence and the triviality 9.28% of the subjects claim that violence, even if expressed trivially, is a legitimate reaction to social injustice, it is not educational, it is a dumb example for young people by 5.15% and they are followed with interest by 3.09%.

Media Coverage

A. Aggression, Violence (Physical or Verbal);

B. Licentiate, trivial or obscene language;

C. Indecent, obscene behaviors;

D. Sexual eroticism;

E. Criminal behaviors;

F. Harmful behavior (alcohol consumption, etc.).

The Television "leads detached" to all the chapters of harmfulness that are being discussed, with higher percentages for offending behaviors (55.67%), smoking, alcohol and drugs (52.58%), indecent, obscene (51.55%), for licentious, trivial, obscene language (50.52%), for aggression, violence (48.45%). The Internet is very close to television in the presence of eroticism, pornography, aggression, violence (30.93% and 26.80% respectively). Newspapers and magazines show indecent and obscene behaviors (30.93%), according to the opinion of the subjects, eroticism, pornography (27.84%) and immediately on the next place in the hierarchy criminal behaviors (20.62%). Radio is attributed higher weights (18.56%) with regard to the rendering of a trivial licensed language. Video games have a predictably high percentage of violence (15.46%), ranked third in this chapter. Generally, however, electronic games and radio have low percentages of negative phenomena. It remains the question, beyond the subjectivity of perception, to delimit the presence of harmful behaviors in one or the other of the media as acts reflected by journalism or, what is altogether, as promoted values and models, or in free forms, unjustifiable only through mercantile cynicism.

Subjects' views on the media in general, on the general characteristics of the media, reflecting reality, have been investigated. These views are also relevant through correlation with other items that focus on consumption, motivation,

satisfaction, and criticism. It has also been investigated the level of trust that reflects the reality that the subjects have about different media categories.

The highest degree of confidence (57.73%) is followed by the radio (48.45%) and the written press (30.93%). In contrast, the written press has the highest degree of distrust (59.79%) While television is discredited by a minority of subjects (35.05%) and radio (18.56%). The written press, through its specificity, is even more subject to the critical spirit. The text requires the attention, memory, cognitive processes and emotional state of the individual, without any other social actor, to actually be present and to engage, to mediate the transmission and decoding of the message. The veracity of the message is attributed to reading, based on the life experience, reading, and understanding of the reader.

The values promoted by school and the media are judged to be in full agreement by 5.15% of the respondents, 48.45% consider the values to be partially concordant, while 46.4% consider them to be in discordance.

Conclusions

Consumption of mass media is the first condition for determining their influence on subjects. The use of the media is differentiated according to individual preferences and in correlation with the first four items where it is found that the main audiovisual preferences of the subjects are entertainment games and competitions, films and serials, sports competitions, but also news. Among the press preferences of those questioned are the tabloids, followed to a lesser degree by local newspapers and later by national newspapers. As regards the allocation of time to the media, the preferential use of media with the highest average of time is that of Internet surfing, immediately followed by small differences from watching television channels.

Regarding the motivation of using the media by the subjects, their opinions associate the broadcasting as the main reason for informing over-actuality, invoking in quite a large percentage the habit and the relaxation. As far as the press is concerned, all information on actuality is the main reason in much smaller proportions. As far as Internet surfing is concerned, the main purpose is the improvement in the professional field, followed by small differences from the enrichment of the knowledge.

Considering the film as the most popular genre of fiction, the subjects claim that they are most impressed by the powerful hero type who knows effective combat techniques, and the battle scenes themselves.

The influence of the media on the subjects shows that 80% of them were more or less influenced, most of them having the effect of buying or choosing certain products, adopting fashion styles or using cosmetics, Making decisions or following patterns of behavior, or solving personal and family issues.

The presence of violence, language or obscene images, criminal behaviors, especially in TV programs, but also in newspapers, magazines, electronic games, is often argued by the idea that they are part of real life, so we can not help them without the risk of disadaptation.

The degree of confidence of the media in the media shows television as the highest degree of confidence, followed by the radio and the press with the lowest degree of confidence.

The values promoted by the school and the media are appreciated as being in agreement by 54% of those questioned, the rest of them appreciated as being inconsistent. Thus, one of the hypotheses of the research was confirmed by the recognition by the subjects of differences and tensions, as well as of the mechanisms of functioning and domination of the mass media in social context, of the sociological conditions of the consumer media culture.

The power of persuasion of audio-visual messages is primarily due to characteristics that are related to their nature. Thus, plurisensor stimulation makes the information, received simultaneously on several perceptual channels, to be strengthened and retained better. To these features of the messages are added some techniques of their processing, the way the message, the selection, the combination and the hierarchy of the information is built, the emphasis, which will impose on the receiver unconscious a certain interpretation according to the intention of the transmitter. When the source is invested by the subject with authority, as it turns out to be largely the population being investigated, the receiver is extremely vulnerable to the suggestions associated with the information he receives, accepting in a way that is reflexive the opinions delivered on the different media channels and thus become a subject of potential manipulation.

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